No. 69 March '62

MAD

IND

OUR PRICE 25¢ CHEAP



LIBERTY MUTILATE

The company that stages auto accidents



PHOTO BY LESTER KRAUSS

Hoo Boy! This is gonna be a gory one!

THIS ACCIDENT NEVER HAPPENED! It was staged by us to catch your beady little eyes . . . so we can sell you some insurance. The way we figure, everybody has a little bit of sadism and a little bit of masochism in them. First we grab the sadist in you with a gory accident scene, and then we appeal to the masochist in you by insidiously implying that this mess could easily have happened to you. Then, when you're good and scared, we make our pitch. You'd be amazed at how much insurance we've sold lately using this great ad campaign. Incidentally, here's how Liberty Mutilate stages an auto accident: ■ First, we visit a "Used Car" lot and pick up a beat-up old second-hand car — cheap. ■ Then we drive it out to a likely spot, and smash it into a tree, or a wall, or another beat-up old second-hand car. ■ Next, we add a few finishing touches with sledge hammers and crow bars. ■ Then, we hire some actors, bandage them up, squirt ketchup all over them, and pose them around the phony wreck. And finally, to cover us, because "location shots" often run into legal difficulties, we insure the entire crew with some reliable company — like "All-State".

LIBERTY MUTILATE INSURANCE COMPANY • HOME OFFICE: BOSTON, MASOCHISTIC

NUMBER 69 MARCH 1962

MAD

"Alarm clocks invariably scare the daylights into people!"
—Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: *John Putnam* **PRODUCTION:** *Leonard Brenner*
EDITORIAL ASSOCIATES: Jerry De Fuccio, Nick Meglin
LAWSUITS: Martin J. Scheiman **PROPAGANDA MINISTER:** Larry Gore
SUBSCRIPTIONS: Gloria Orlando, Celia Morelli, Anthony Giordano
CONTRIBUTING ARTISTS AND WRITERS:
The Usual Gang of Idiots

DEPARTMENTS

**Various Places Around The Magazine

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Printed in U.S.A.

R. J. GROTH

VITAL FEATURES



MAD imagines the kind of "parent pictures" a baby could take and carry in his diaper to show to the boys down at the nursery.



MAD gazes into a crystal ball, previews '62's top news stories before they happen and succeeds in making a glass of itself.



Our white-coated friends with their drills get the "needle" in this article expressing our sentiments: *mainly "Yanker, Go Home!"*



For satiric purpose, most **MAD** articles pull things apart. Here's one article, however, which shows how to put things together.



To a magazine writer who gets paid by the word, we say: Never mind what the Wordsworth, the sentences are much too Longfellow!



A capsuled description is often better than the TV show itself, just as this capsuled description is better than the article!



We bought a cheap spread about a famous margarine TV ad. Now we wonder if we'd've been better off with an expensive spread.



If excessive violence on TV is removed completely, the only thing left with any solid impact will be Mitch Miller's downbeat.

LETTERS DEPT.





Hi, Gang! Marginal Marvin back with a new MAD game called "Hitchy-Switchy". All you gotta do is dream up fictional marriages for famous gals so their new married names rhyme. F'rinstance . . .

GOOD OLD BARRY

Regarding your cracks about "good old Barry Goldwater" ("A Day With J-F-K"), so what's wrong with the 19th Century? There were no income taxes, no hydrogen bombs, and mainly no MAD Magazine!

E. W. Hartel
Pasadena, Calif.

SPY VS. SPY



You people(?) at MAD, particularly Antonio Prohias, may be interested in this picture taken at my little sister's recent costume party. The "man in white" (Arlene Weintraub), and the "man in black" (my sister, Nancy), have been longtime "Spy vs. Spy" fans. Me, too!

Louise Erlich
Philadelphia, Pa.

WHAT ARE THE CHANCES?

A friend of mine has written to your magazine nine times, and has not had a single letter printed in the "Letters Dept." I have never written before, and I wonder just what a reader's chances are of having his letter printed.

Marion Strain
Morton, Pa.

About one in ten!—Ed.

PICTURE OF THE ISSUE

The photograph of Mrs. Llewellyn Thompson and her children being greeted by Premier Khrushchev in your December issue was far beyond even your flimsy bounds of good taste in humor. I believe your readers could be spared such—and those effected (sic) appologised (sic) to.

D. B. Wood Jr.
Washington, D.C.



Bad Taste
or
Startling Awakening

You are to be congratulated on your inside back cover in the December issue. To many, the picture of Premier Khrushchev greeting little Miss Cherry Thompson was familiar. But your caption was priceless. It clearly demonstrates that behind all his smiles and sweet talk, there is one main thought in Mr. K's mind. And whether or not we'd like to admit that anyone would want to harm that darling little girl—and darling little girls the world over—that very fact remains before us. Thank you, MAD, for a startling awakening to the reality of Mr. K.

Judith Summers
Gainesville, Florida

If it was meant to be funny, we didn't think so!

James Hammond
Mars, Pa.

Maybe it will wake some people up!

Martin C. Williams
University, Ala.

**If LESLIE CARON married ELVIS PRESLEY . . . *She'd be LESLIE PRESLEY! Get it? You'll find more* examples through the issue! Then, try your own!

ARTHUR

I've come through Potrzebie, Moxie, It's Crackers . . ., Axolotl, etc. But what's with a tree named "Arthur"?

Danny Heit
Ellenville, N. Y.



What's with this furshlugginer plant, Arthur? I counted him her it 4 times in the Dec. issues.

Newt Simmons
Shreveport, La.

Arthur who?

Ralph Fairweather
Richland, Wash.

CONSTANT READER

One day, in our local drugstore, I picked up a copy of MAD by mistake. I have been reading it ever since. Namely that same copy, because I couldn't stomach spending good money on another copy of your trash!

Mike McTigue
Birmingham, Mich.

MAD CHECKLIST

If you're really "mad" about MAD, you might be interested in "THE COMPLETE MAD CHECKLIST," an extensive indexing of all the past issues of MAD Magazine, containing contents of each issue, cross-indexed by titles, artists, writers, and other furshlugginer information. This big, fat 100 pages of idiocy is published by an old MAD fan and can be yours for $1.50 per copy from: Fred von Bernewitz, Dept. M, 12006 Remington Dr., Silver Spring, Maryland. Congratulations, Fred, on a fantastic job ! !
—Ed.

Please address all correspondence to:
MAD, Dept. 69, 850 Third Avenue
New York 22, New York

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT. 208) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF MAD published Monthly except Feb., May, August and Nov. at New York, N. Y. for Oct. 1, 1961.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher: William M. Gaines, 850 Third Avenue, N.Y.C. 22; Editor; Albert B. Feldstein, 850 Third Avenue, N.Y.C. 22; Managing editor: None; Business manager: None.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) E.C. Publications, Inc., 850 Third Avenue, N.Y.C. 22; Premier Industries, Inc. 1407 Broadway, N.Y.C. 18; Botany Industries, Inc. 717 Fifth Avenue, N.Y.C. 22; Arnold A. Saltzman, 1410 Broadway, N.Y.C. 18; A. M. Sonnabend, 464 Commonwealth Avenue, Boston 15, Mass.; Estate of Mack Kahn, c/o Becker, Ross & Stone, 41 East 42 Street, N.Y.C. 17.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required by the act of June 11, 1960 to be included in all statements regardless of frequency of issue.) 1,209,918. William M. Gaines

Sworn to and subscribed before me this 8th day of September, 1961. Claire S. Stolzenberg, Notary Public, State of New York No. 31-3860250 Qualified in New York County. My Commission expires March 30, 1963.

Alfred's Poor ALMANAC

TUES 26	MAD goes on sale. Flags at half-mast.	WED 27	Christmas cards arrive from people who would never have sent any if you hadn't first.
THURS 28	Neuman's Comet visible from Antarctica, Siam and the 1700 block in Denver, Colorado.	FRI 29	Marco Polo fleeced in Khan game, 1281.
SAT 30	Boston bans "Heidi", 1884.	SUN 31	New Year's Eve! Ring out the old year!

WRITER: FRANK JACOBS

JANUARY

		MON 1	New Year's Day! Ringing in the old ears!
TUES 2	Axolotl season begins. Pickle them now, while they are at peak flavor!	WED 3	Greek discus-thrower banned from athletics for shaving points in Olympic decathalon, 776 B. C.
THURS 4	Harvey Glick sells first Air Travel Insurance Policy to Wright Brothers, Kitty Hawk, 1909.	FRI 5	95th anniversary of January 5th, 1866.
SAT 6	Richard M. Ogg invents the wheel, 41,276 B.C.	SUN 7	Millard Fillmore's Birthday.
MON 8	Louise Pasture discovers a cure for which there is no known disease, 1739.	TUES 9	Alexander Graham Bell tests first telephone, gets recorded announcement, 1876.
WED 10	Dewey button discovered in ruins of Pompeii, 1950.	THURS 11	Dewey discovered in ruins of Pompeii, 1950.
FRI 12	AMA censures Dr. J. Sulk for enticing patients with "lucky stick" tongue depressors, 1910.	SAT 13	Brooklyn threatens to secede from Union, changes mind when nobody objects, 1860.
SUN 14	"Starve a cold and reduce a grocery bill!"	MON 15	Bernard Baruch forgets to advise Coolidge, 1926.
TUES 16	Little Rogie Maris rushed to hospital after stuffing himself with 61 Baby Ruths, 1946.	WED 17	Time to plant bulbs. But shake them first to make sure their filaments are busted.
THURS 18	Penguin eats Admiral Byrd's last Travelers Cheque, 1934.	FRI 19	Eclipse of the sun visible from Saturn, 4:02—4:47 PM, EST.
SAT 20	Supreme Court hands down 5-4 decision against pastrami at annual picnic, 1936.	SUN 21	Bartenders should never argue with customers who carry guns! They may be loaded!
MON 22	Philo Yancey manufactures first deodorant for dogs, 1875.	TUES 23	Otis Forbisher makes 10-letter word in Scrabble, 1958.
WED 24	Father Flanagan encounters his first "really bad boy", requires 27 stitches, 1943.	THURS 25	First draft of Lincoln's Gettysburg Address found scribbled on back of Bob Newhart, 1961.
FRI 26	Ardsley Updike invents the asterisk, 1601.	SAT 27	Israelites institute first prophet-sharing plan, 1015 B.C.
SUN 28	Joe Levine, producer of "Hercules", invents slogan: "Movies Are Better Than Ever!", 1959	MON 29	Bernard Baruch remembers what it was he forgot to advise Coolidge about, 1935.
TUES 30	Alfred E. Neuman announces candidacy for President, 1960.	WED 31	Stock Market starts 10-month decline, 1960.

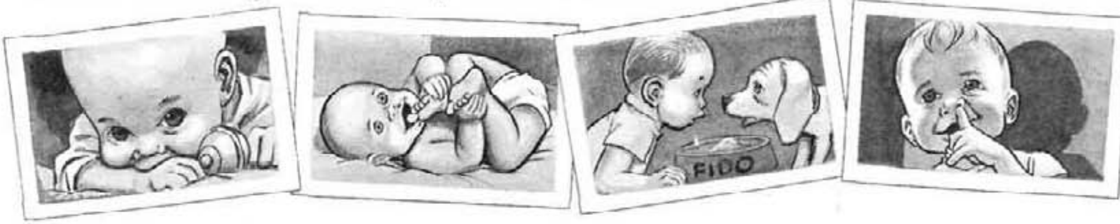
**If ESTHER WILLIAMS married JERRY LESTER . . .

FEBRUARY

		THURS 1	If Congo troops seem boisterous, it's the Irish in 'em!
FRI 2	Groundhog Day! Go out and grind up your hog!	SAT 3	Minneapolis, Minn. disappears for seven hours, 1911.
SUN 4	Dr. Allen DuMont invents first television set, Summer of 1928, watches 6 hours of re-runs.	MON 5	Broad-jumper Rufus Sprintz leaps 1752 feet—into Grand Canyon, 1908.
TUES 6	"Beer in cans is easier to cool than beer in people!"	WED 7	MAD goes off sale. Dancing in the streets.

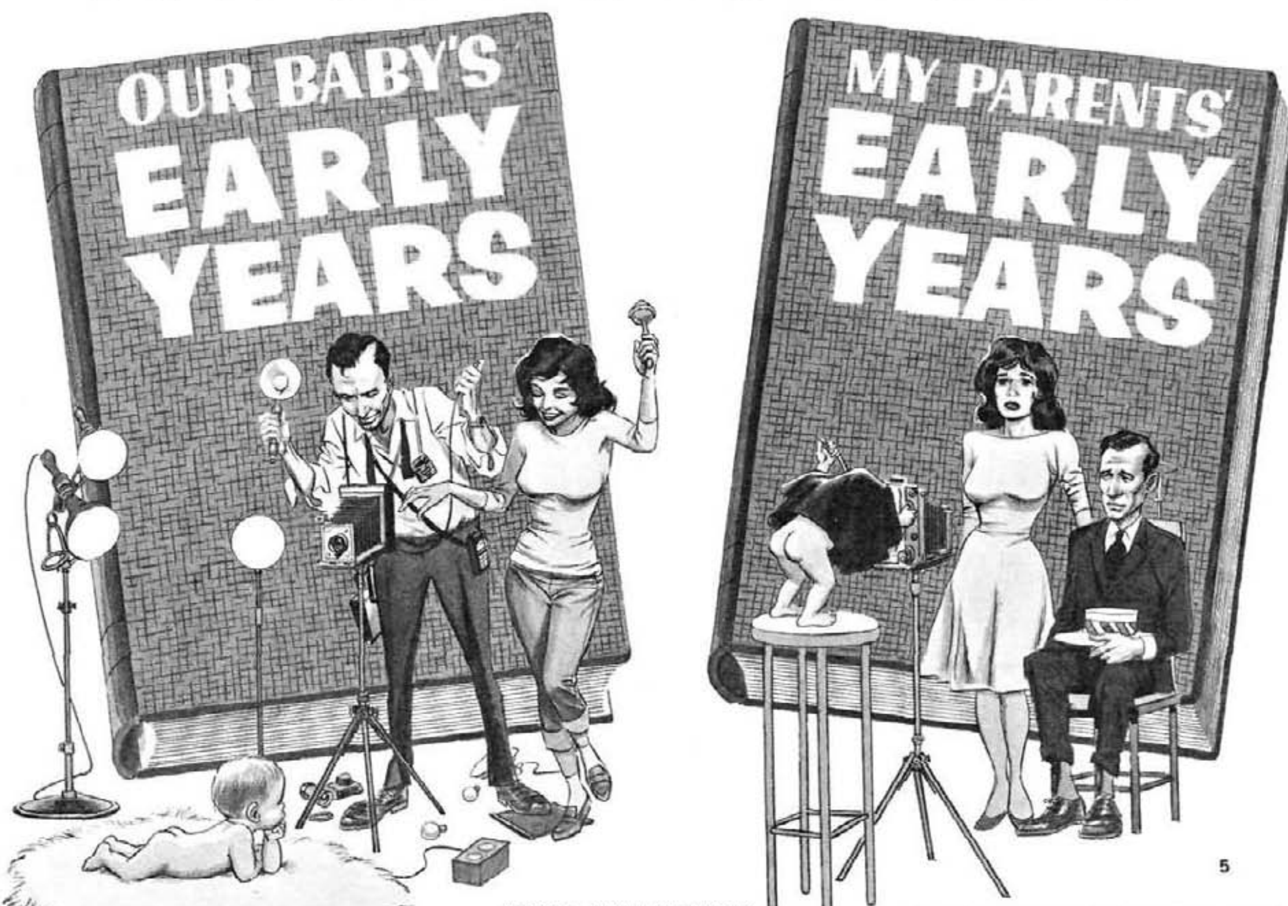
SPOCKING OF PICTURES DEPT.

Among the shutterbug set, new parents are perhaps the most snap-happy of all! From the day their new baby is born, the proud Mommy and Daddy are constantly photographing him... so that they can compile a photo album showing all the important events in Baby's early years of life—



However, we figure that the most amusing scenes of infanthood are those seen *from the baby's viewpoint!* So let's look at a collection of "Baby Pictures," and at the same time see what kind of an album might result—

IF BABIES COULD TAKE "PARENT PICTURES"



ARTIST: WALLACE WOOD
WRITER: DON REILLY

..If JUDY GARLAND married HOWDY DOODY...

THE PARENTS' "BABY PICTURES"



When we first saw our baby through the nursery window, we were delighted! We couldn't believe this little bundle of joy was really ours!

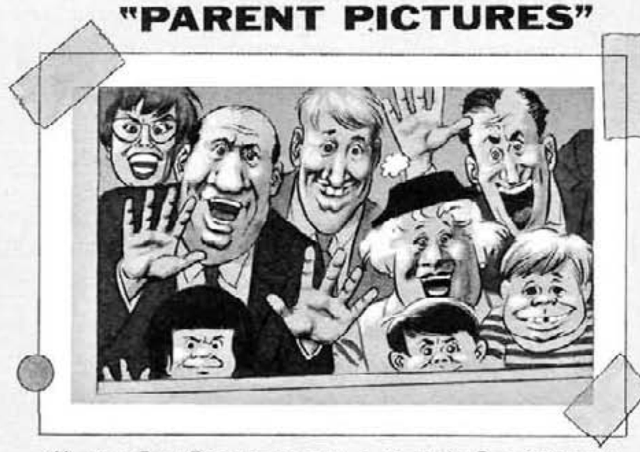


Here's Mommy and our new baby being driven home from the hospital! Baby just can't wait to get home!



Here's "Baby" with Doctor Fuddle, the Obstetrician who delivered him!

THE BABY'S "PARENT PICTURES"



WHEN I FIRST SAW MY FOLKS MAKING FACES THROUGH THE NURSERY WINDOW, I WAS DISGUSTED AND MISERABLE! I COULDN'T BELIEVE THIS NEST OF CLODS WAS REALLY MY FAMILY!



HERE'S MY IDIOT DADDY TRYING TO DRIVE, AND TAKE PICTURES AT THE SAME TIME! I WAS LUCKY I GOT HOME ALIVE!



HERE'S "DADDY" WHEN DOCTOR FUDDLE, THE OBSTETRICIAN, DELIVERED HIS BILL!

**If RITA HAYWORTH married GABRIEL HEATTER . . .

THE PARENTS' "BABY PICTURES"



Here's Baby getting acquainted with his big brother and sister. They can't wait until he grows up so they can play with him!



Baby meets his Aunties and Uncles for the first time. It will be a long time before he knows them by name. Left to right they are: Aunt Fanny, Uncle Fred, Uncle Irwin, and Aunt Selma!



Baby gets ready to take his first spoonful of solid food. He looks like he is saying "Yum-Yum"!

THE BABY'S "PARENT PICTURES"



HERE'Z MY BIG BROTHER PINCHING ME AND MY BIG ZIZTER POKING ME! I CAN'T WAIT UNTIL I GROW UP SO I CAN PUNCH THEM BOTH IN THE MOUTH!



THESE ARE MY AUNTZ AND UNCLEZ. I WON'T KNOW THEIR NAMES FOR A WHILE, BUT LEFT TO RIGHT THEY ARE: "GARLIC BREATH," "CHEAP CIGAR SMELL," "B.O." AND "DIME STORE PERFUME!"



MOMMY GETS MY FIRST ZPOONFUL OF ZOLID FOOD RIGHT BACK AT HER! ZHE LOOKS LIKE ZHE IS ZAYING "ECCHH!"

THE PARENTS' "BABY PICTURES"



Here's what Baby Looks like with his first set of teeth coming in!

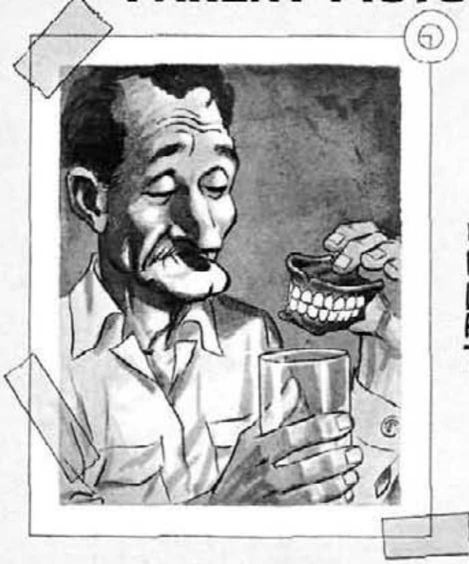
Baby loved his first Christmas, and seemed to be filled with awe and wonder at the sight of Jolly old Santa Claus and all those wonderful gifts!



Here's Baby trying to blow out the candle on his very first Birthday Cake!



THE BABY'S "PARENT PICTURES"



HERE'S WHAT DADDY LOOKS LIKE WITH HIS FIFTH SET OF TEETH COMING OUT!

I LIKED MY FIRST CHRISTMAZ, ONLY DADDY ACTED LIKE SOME KIND OF NUT, DREZZING UP IN A RED SUIT AND YELLING "HO-HO"! I HOPE HE DOESN'T HAVE THESE ATTACKS OFTEN!



HERE'S DADDY CALLING THE DOCTOR BECAUSE I COULDN'T BLOW OUT THE CANDLE SO I ATE IT!



THE PARENTS' "BABY PICTURES"



This is Daddy looking on proudly the day Baby said his first word. It was "Da-Da"! Daddy claimed he taught it to Baby!

Here's Baby getting his first haircut! He was rewarded with a lollipop because he was very brave and didn't cry a bit.





My, how time flies! Little babies grow up so fast! Our big man is old enough to go to Nursery School already! Here he is with his Mommy on his very first day!

THE BABY'S "PARENT PICTURES"



THIS IS MOMMY LOOKING SHOCKED THE DAY I SAID MY SECOND WORD. I DON'T KNOW WHAT IT WAS, BUT MOMMY CLAIMED I NEVER GOT IT FROM HER!

HERE'S MOMMY WHILE IM GETTING MY FIRST HAIRCUT! THE BARBER GAVE HER A LOLLIPOP TO KEEP HER QUIET BECAUSE SHE CRIED SO!





I KNEW THERE WAZ A CATCH TO IT ALL ALONG! I HAD IT MADE FOR THREE YEARS. BUT NOW THEY'VE ZENT ME OFF TO WORK IN A ZWEAT ZHOP! ** HERE ARE ZOME OF MY FELLOW EMPLOYEES!

**If DODY GOODMAN married TRUMAN CAPOTE . . .

THE HEARST IS YET TO COME DEPT.

Tired of digging through comics, gossip columns, recipes, puzzles, and ads in your local newspaper, trying to find some news? Well, MAD'S gonna save you the trouble in 1962! The following is a hot, inside rundown of all the important news stories of the coming year—before they even happen! Read them now, and you won't have to put any undue strain on your brain for the rest of the year. As a matter of fact, you won't have to put any undue strain on your brain while you're reading them now!

MAD
THE TOP NEWS S

CLAN SUMMONED BEFORE INVESTIGATING COMMITTEE



WASHINGTON, Feb. 18 — Frank Sinatra, Dean Martin, Sammy Davis Jr., and other members of the "Hollywood Clan" were summoned to appear before the Congressional Committee investigating Juvenile Delinquency today. They were admitted into evidence as typical examples of how children can be affected by violence on TV.

"MM" ENTERS HOSPITAL AGAIN



NEW YORK, March 7—A cure for cancer was found this morning, an unexpected tropical monsoon wiped out Philadelphia this afternoon, and World War III started at 6:00 this evening. Which is why a mere skeleton crew of 2,753 newspaper photographers were all that showed up to take pictures of Marilyn Monroe outside Doctor's Hospital, where she went for treatment of Athlete's Foot.

TRUCKERS GO OUT ON STRIKE

ST. LOUIS, March 30—The Board of Directors of four of the nation's largest trucking firms went on strike today for higher wages and better working conditions.

Teamster Union chief Jimmy Hoffa stated, "Their demands are ridiculous! We'll let them remain as titular heads of their companies, give them an additional 30c an hour, and a 40-hour week! And that's our final offer!"

The striking owners could not be reached for comment.

...If SUSAN HAYWARD married JIMMY VAN HEUSEN...

••If BEVERLY AADLAND married DON EVERLY . . .

PREVIEWS
TORIES OF 1962

ARTIST: JOE ORLANDO WRITER: LARRY SIEGEL

RUSSIA'S HOPES FOR MANNED MOON-SHOT FADES



MOSCOW, April 12—Russia's hopes to land a man on the moon received a severe setback today when the U.S.S.R. Astronaut team resigned en masse.

"Frankly, we're revolted at the whole idea!" stated noted Russian astronaut Yuri Gagarin. "Not at landing on the moon! But at having to return to Earth to receive more of those wet, sloppy, passionate kisses from Premier Khrushchev!"

AMERICA'S HOPES FOR MANNED MOON-SHOT FADES



CAPE CANAVERAL, April 13—America's hopes to land a man on the moon received a severe set-back today when stowaway Pedro Lopez hijacked the powerful rocket in its final stage of flight and landed it in Havana, Cuba.

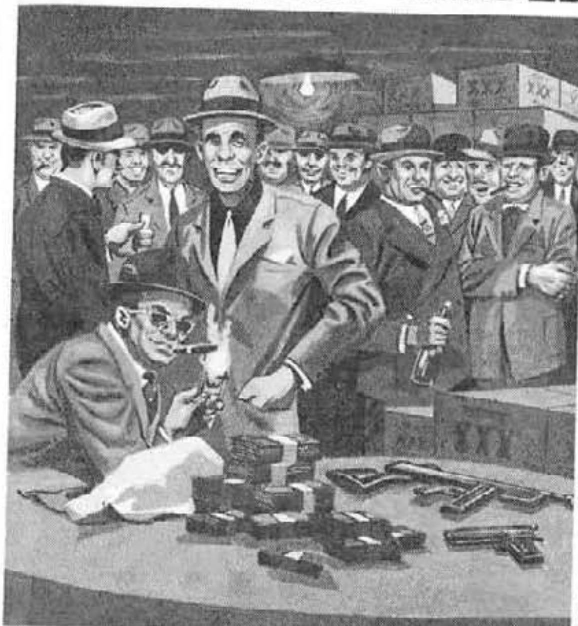
FIVE NEW YORK CITY LANDMARKS DEMOLISHED



NEW YORK, May 2—The Acme Wrecking Company today accidentally demolished The Empire State Building, The Waldorf-Astoria Hotel, The Metropolitan Opera House, The Museum of Modern Art, and Grand Central Station.

Arnold Pivnick, head of the wrecking firm, laughingly commented on the mistake: "Knocking down buildings in New York City these days is like eating peanuts! Once you get started, it's kinda hard to stop!"

MAFIA GROUP RAIDED



EAST ORANGE, May 27—Thirty-six members of the Mafia were surprised by the police in a house in East Orange, N. J., today. The Mafia members had the following in their possession when they were caught: 140 ounces of uncut Heroin, 2000 cases of bootlegged whiskey, $17,000,000 in counterfeit 20's, and eight corpses.

All were released for lack of evidence.

FAMILY GROUP RAIDED



EAST ORANGE, May 28—Three members of the Jenkins family were arrested today in East Orange, N. J., for holding a library book four days overdue.

All were denied bail and imprisoned pending trial, which will be three months from now.

**IF LAUREN BACALL married CHARLES GOREN . . .

JOHN BIRCH SOCIETY LAUNCHES NEW CONTEST

MANY PRIZES OFFERED

Special to The New York Times

BOSTON, MASS. June 26 — (*AP*) The John Birch Society today launched its one hundred and thirteenth patriotic essay-writing contest of the year.

Contestants are asked to complete the following sentence: "I think Louis XIV of France and President William McKinley were Communists because . . ."

Prizes include a life size portrait of Daddy Warbucks, and two hundred autographed photos of Robert Welch as a child.

'63 G.M. MODELS PREVIEWED



DETROIT, September 14—General Motors Corp. offered the public a sneak look at its 1963 automobile line today. Actually, the cars you see here in the picture are not covered with sheets. This is the way the new GM cars will *really* look. What with current labor contracts, profit sharing plans, high cost of steel, etc., this is the best General Motors will be able to do for '63.

State Teachers Hire New Basketball Coach

CAPITAL CITY, Nov. 15—Getzoff State Teachers College today hired Mervyn Sklar, local bookmaker, to serve as basketball coach.

"It will be a lot easier on the boys this way," said Getzoff's President, Edward Hook. "They'll no longer have to make long trips to see the gamblers whenever they want to throw games. Sklar can handle all the details for them directly."



COACH MERVYN SKLAR

"That's right," Sklar agreed, and added, "We're looking forward eagerly to the coming basketball season, during which we're gonna win six games and lose nineteen!"

Shooting Starts On Paul Anka Story



HOLLYWOOD, Oct. 25—"The Paul Anka Story," a new film dealing with the long and colorful career of one of America's most beloved and talented show business figures, goes into production today.

The movie will run for a total of three minutes on the screen.

Recluse Sisters Found Dead



NEW YORK, December 10—Two elderly spinster sisters were found dead today in a miserable run-down tenement on the Bowery in New York City. After searching the sisters' meager, filthy belongings, the police found nothing but four cents and a broken deposit bottle. To their great shock, there wasn't even a trace of a hidden fortune.

SATURDAY EVENING POST IN NEW FORMAT



PHILADELPHIA, August 30 — The *Saturday Evening Post*, which has already changed its format sixteen times this year in an effort to build circulation, came out today with its seventeenth format.

This one is a fairly close facsimile of *Playboy*, with an exciting full-color center fold-out of Norman Rockwell in a bikini bathing suit.

"IF RHONDA FLEMING married HENRY FONDA . . ."

TOOT-TOOT-TOOTHIE, GOODBYE DEPT.

Dentists are really happy guys, even if they're always looking "down in the mouth"—not because they're filling an emptiness in your life, but because you're filling an emptiness in theirs—mainly in their wallets! And so, with "tongue-in-cheek" (where he may not be able to reach it with his drill), MAD now grinds out a look at—

the lighter side of the



WRITER & ARTIST: DAVID BERG



**If KIM NOVAK married CHARLIE GRIMM . . .



**If SHARI LEWIS married ROBERT CLARY . . .

DENTIST



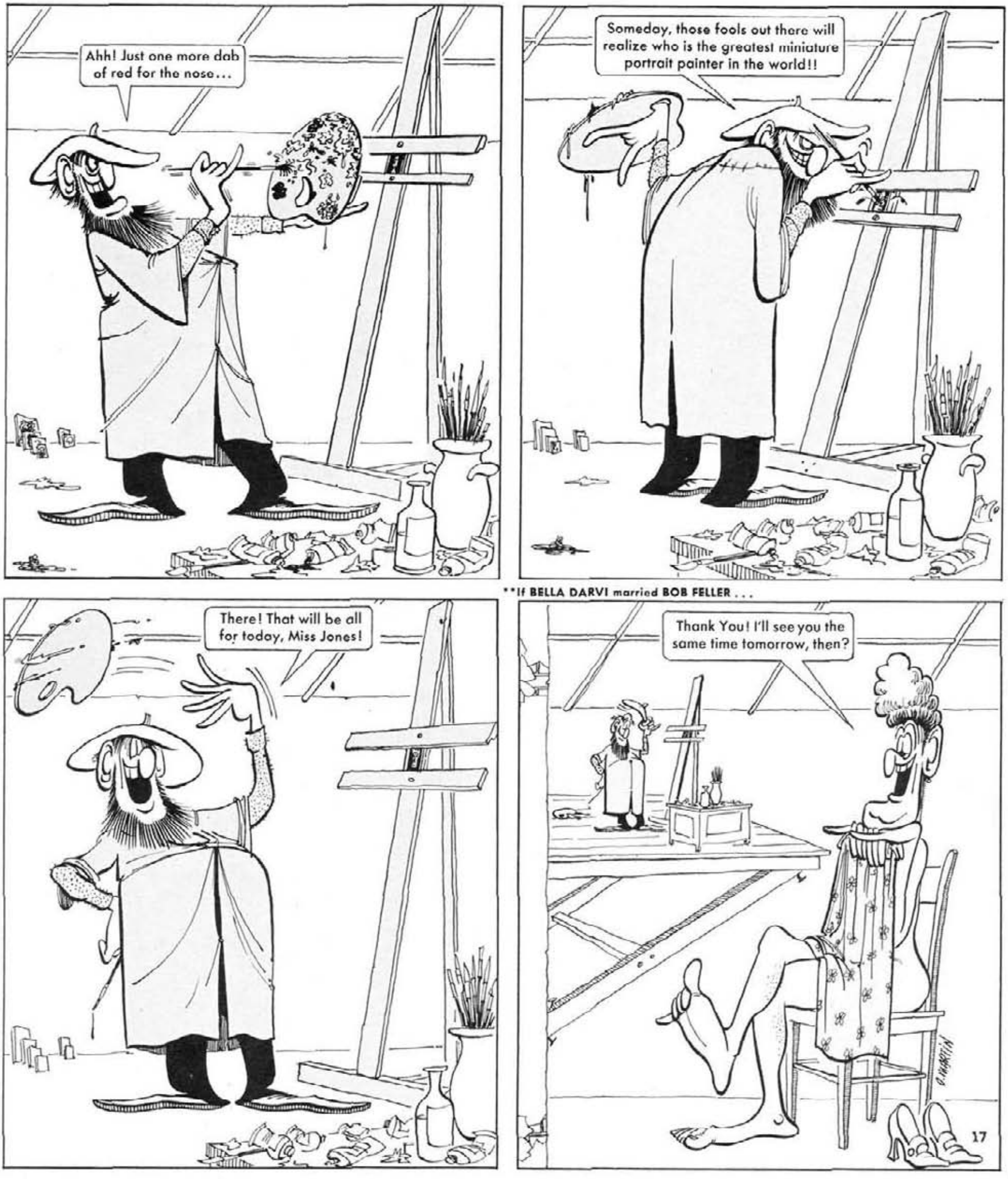



What's the matter, Doc? You're looking down in the mouth!! Ha-ha-ha . . .
Ha-ha!
If you should strike oil while you're drilling, Doc . . . I'll go 50-50 with you! Ha-ha-ha . . .
Ha-ha!
Hey, Doc! I got a great theme song for you . . . "The Yanks Are Coming!" Ha! ha-ha . . .
Ha-ha!
. . If MYRNA LOY married ALAN JAY LERNER . . .
So it shouldn't be a total loss, Doc . . . as long as I'm sitting in the chair, give me a little trim! Not too much off the top! Ha-ha-ha . . .
Ha-Ha!
Say! You're a very funny guy! That's the first time I've heard those jokes . . .
TODAY!!!
Blah, blah, blah, blah!
Blah, blah, blah, blah!
Blah, blah, blah, blah!
Madam! Will you please **shut your mouth** . . . and **open your mouth**!!
This child has an abnormal amount of cavities!!
She gets them from eating too much candy! The sugar eats holes in the enamel, encouraging decay! The trouble with you parents today is: Instead of good old fashioned discipline you use **candy** as **bribery**!!
Sit still, sweetheart Musn't bite the dentist, dear! Don't play with the water!! Le'go of the drill!!
If you're a good girl, and let me do my work . . . when I'm through, I'll give you a **lollypop**!!
David Berg

DON MARTIN DEPT. PART I

Don Martin, MAD'S maddest artist, comes from a family of folk who draw. His brother draws flies, his sister draws blood, and his uncle draws unemployment insurance as . . .

THE PAINTER



. . IF SHELLEY WINTERS married EMMETT KELLY . . .

SISS-BOOM-BLAH DEPT.

Almost every large school today concentrates on major sports like basketball, football and baseball. These schools have lots of money for the best coaches and players available. But what about the little school that can't come up with the scratch to field a basketball, football or baseball team? What can they do? We'll tell you what they can do! They can concentrate on minor inexpensive sports like ping-pong, bowling and bridge! And the students can show their support singing these . . .

Fight Songs For Schools That Can't Afford Major Sports

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS

— for Wrestling Squads

ON YOU KIDNEY CRUNCHERS
(to the tune of "The Song of the Vagabonds")

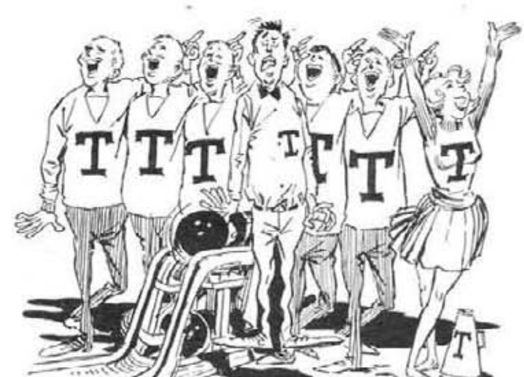
On you kidney crunchers!
On you rabbit punchers!
Grunt! Grunt! Grunt to victory!
Twist them into jelly!
Stomp upon their belly!
Grunt! Grunt! Grunt to victory!
Crush their necks until they gasp for air!
Gouge their eyes and pull them by the hair!
Smash an organ vital!
And you'll win the title!
Grunt! Grunt! Grunt to victory!



— for Bowling Teams

ROLL THE BALL
(to the tune of "Over There")

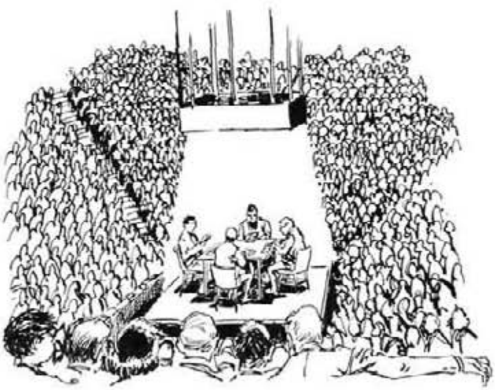
Roll the ball!
Roll the ball!
We can win! Groove it in! Roll the ball!
It's a crucial frame, now,
So take good aim, now,
And you will see the pins all fall!
Do not stall!
Get 'em all!
Make 'em crash with a smash 'gainst the wall!
We're in clover!
You knocked 'em over!
And we would have won if you'd let go of the ball!



— for Bridge Teams

THE BRIDGE TEAM GOES RUFFING ALONG
(to the tune of "The Caissons Go Rolling Along")

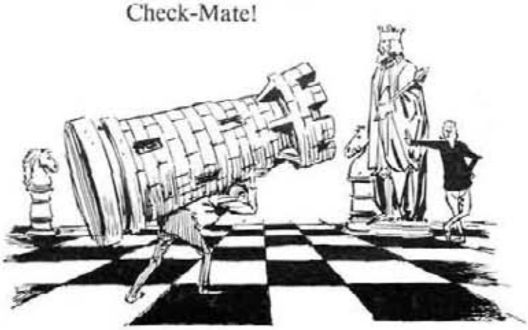
Bid a heart!
Bid a spade!
Bid a game that can't be made!
As the Bridge Team goes ruffing along!
Lose a slam
By a trick!
See your partner getting sick
As the Bridge Team goes ruffing along!
For it's a Hi, Hi, Hee!
We've got vulnerability!
Shout out "3 No Trump" loud and strong!
DOWN FOUR!
We will set the pace
As we trump our partner's ace —
And the Bridge Team goes ruffing along!



— for Chess Squads

BISHOPS AWAY
(to the tune of "Anchors Aweigh")

Bishops away, my lads!
Bishops away!
Move up those knights and pawns
And keep your queen in play-ay-ay-ay!
Castle your king, my lads!
Don't hesitate!
Whoops! Guess we told you wrong!
He's got you there!
He's got you there!
Check-Mate!



**If EVA GABOR married DENNIS WEAVER . . .

— for Monopoly Teams

FROM THE SLUMS OF BALTIC AVENUE
(to the tune of "From the Halls of Montezuma")

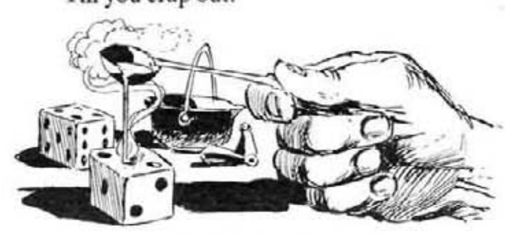
From the slums of Baltic Av-e-nue
'Round to Boardwalk and Park Place —
We will buy up all the prop-er-ties,
Build hotels on every space!
We will drive our foes to bank-rupt-cy
If they fail to pay the price!
But we cannot even start the game
Till somebody finds the dice!



— for Crap-Shooting Teams

ON YOU SHOOTERS
(to the tune of "On Wisconsin")

On you shooters!
On you shooters!
Get down on your knees!
Roll a seven! Roll eleven!
Don't make boxcars, please (or snake-eyes)!
Show your class, boys!
Make that pass, boys!
Then you'll hear us shout!
And our cheering will not stop
Till you crap out!



— for Scrabble Squads

CHEER, CHEER FOR OUR SCRABBLE SQUAD
(to the tune of "Cheer, Cheer for Old Notre Dame")

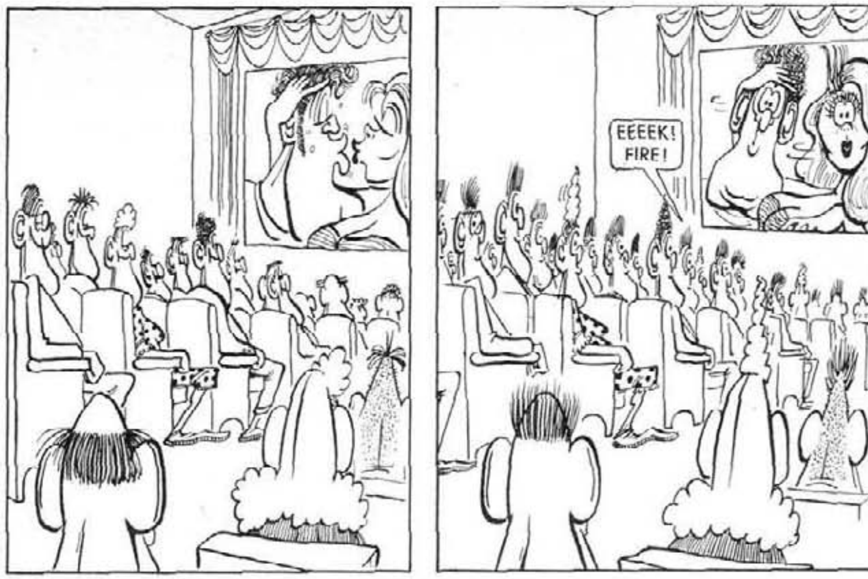
Cheer, cheer for our Scrabble squad!
They fill the board with words that are odd!
ADZ and XEBEC, ZAX and QUA,
ZARF and QUINOA, PYX and KA!
JATO and FURZY; OS, UT and UGH,
ZYGOTE and BABA, YOHO and VUG!
They know every word except
The one that spells VICTORY!

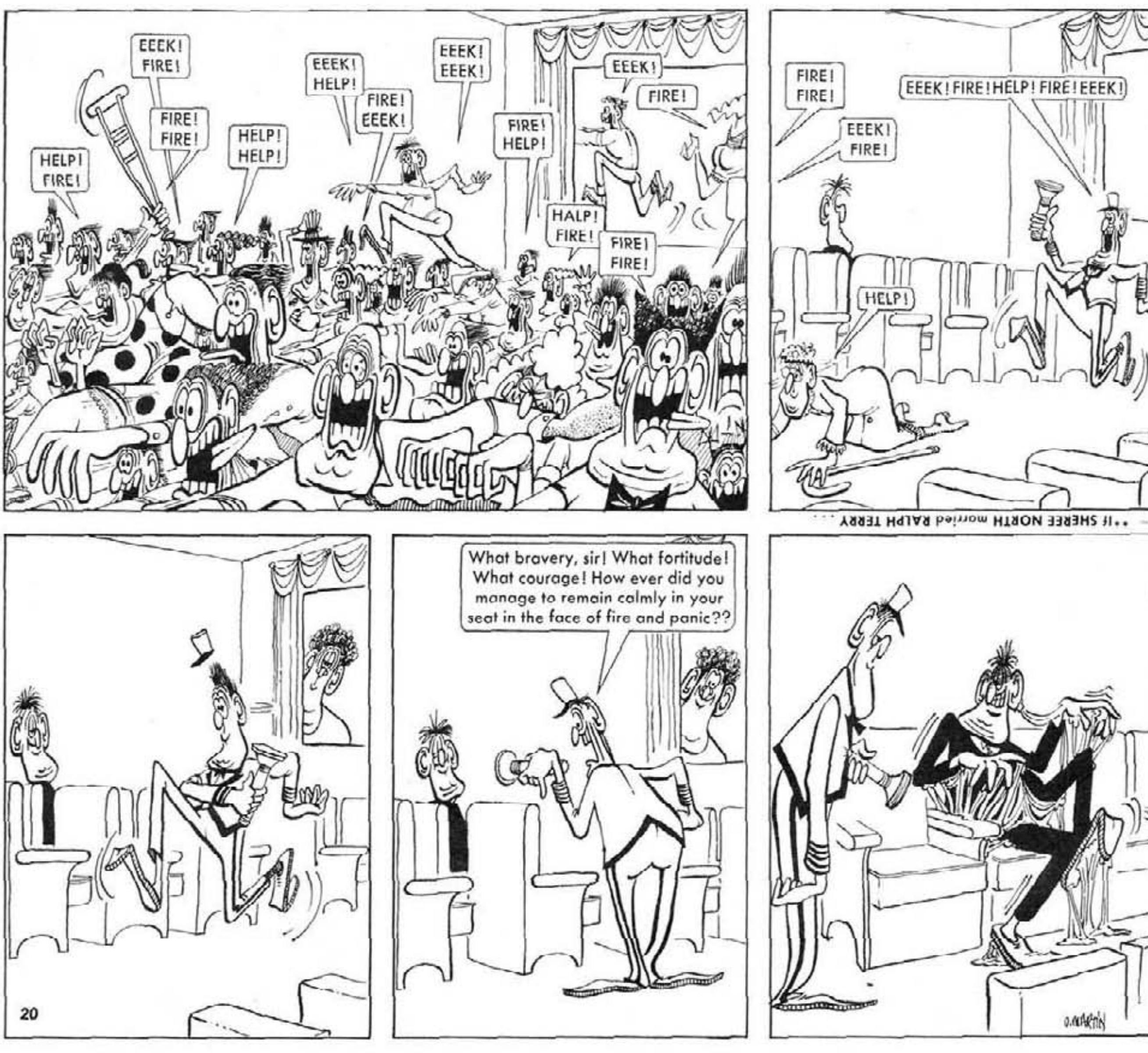


DON MARTIN DEPT. PART II

Don Martin used to go to his local cinema regularly. He described his experiences there in his book "The Fall of the House of Ushers". Here is a rejected chapter from his book (which was also rejected) entitled:

AT THE MOVIES





...If SHEREE NORTH married RALPH TERRY...

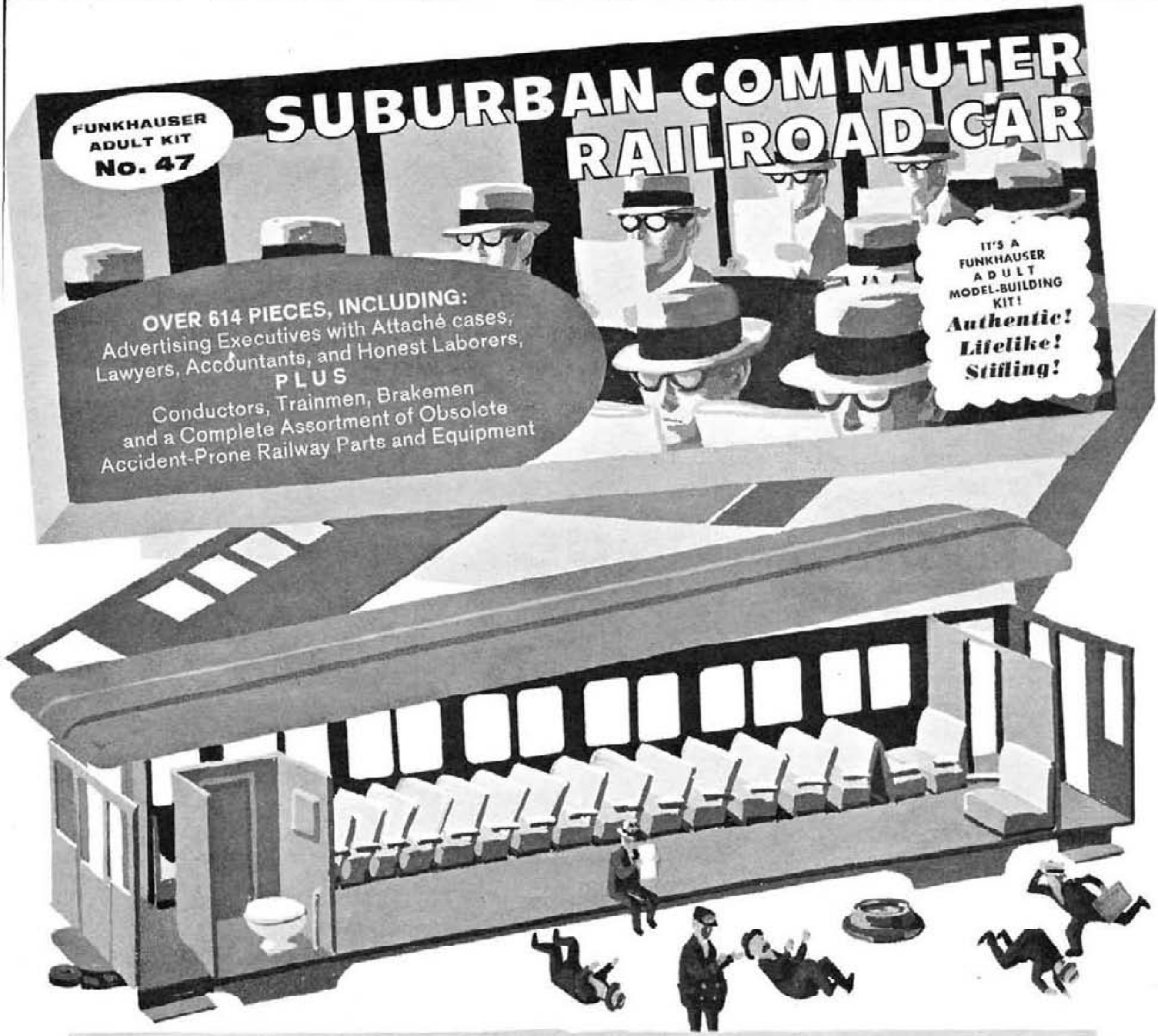
HOBBY HORSE-ING AROUND DEPT.

Today, we are enjoying more leisure time. At least it's available. Most of us aren't really enjoying it. F'rinstance, thousands of red-blooded, adult American males are spending their off-hours putting together "model-building kits". But what are they making? Plastic replicas of battleships, tanks, planes, and like that! It always seemed to us that toy-makers should bring out kits for adults that deal with more realistic, modern-day adult things. What grown-up man would bother with a Sherman tank, if he had the chance to put together a *Billiard Parlor?* Fortunately one enterprising company, the J. B. Funkhauser Corporation, of Cowsnofs, Ky., is coming out with just such a series of kits. MAD herewith previews this new line of . . .

MODEL BUILDING KITS FOR ADULTS



ARTIST: BOB CLARKE WRITER: FRANK JACOBS



ASSEMBLY INSTRUCTIONS (Cont.)

214. Attach 44 **DOUBLE SEATS** (*#1-44*) along both sides of **RAILROAD CAR FLOOR ASSEMBLY** (*#45*).

215. Place 87 **SITTING COMMUTERS** (*#47-133*) in 44 **DOUBLE SEATS.**

216. Place 54 **RUNNING COMMUTERS** (*#134-187*) in **AISLE** (*#188*) and aim them all toward 1 **EMPTY SEAT.**

217. Stand **GRAY-HAIRED OLD LADY WITH ARTHRITIS GOING TO CITY TO VISIT DOCTOR** (*#189*) in **AISLE** facing **SITTING COMMUTERS** #52, 53, 54, & 55.

218. Attach **OPENED MORNING NEWSPAPERS** (*#190, 191, 192 & 193*) in hands of **SITTING COMMUTERS** #52, 53, 54 & 55 so faces are hidden behind them.

219. Place **CONDUCTOR** (*#194*) in **AISLE** punching ticket of **SITTING COMMUTER** (*#65*).

220. Place, **STANDING COMMUTER** (*#195*) in **AISLE** punching face of **CONDUCTOR** (*#196*) over recent fare increase.

221. Place **"OUT OF ORDER" SIGN** (*#197*) on **DOOR** of **RESTROOM** (*#198*).

222. Place **DANCING COMMUTER** (*#199*) outside **DOOR** of **RESTROOM.**

223. Attach **DEFECTIVE AXLE** (*#200*) to **UNDERCARRIAGE ASSEMBLY** (*#201*).

224. Attach **LOOSE WHEEL** (*#202*) to **DEFECTIVE AXLE.**

225. Attach **FAULTY BRAKESHOE** (*#203*) to **LOOSE WHEEL.**

226. Attach **NON-WORKING AIR CONDITIONING SYSTEM** (*#204*) to rear of **RAILROAD CAR ASSEMBLY.**

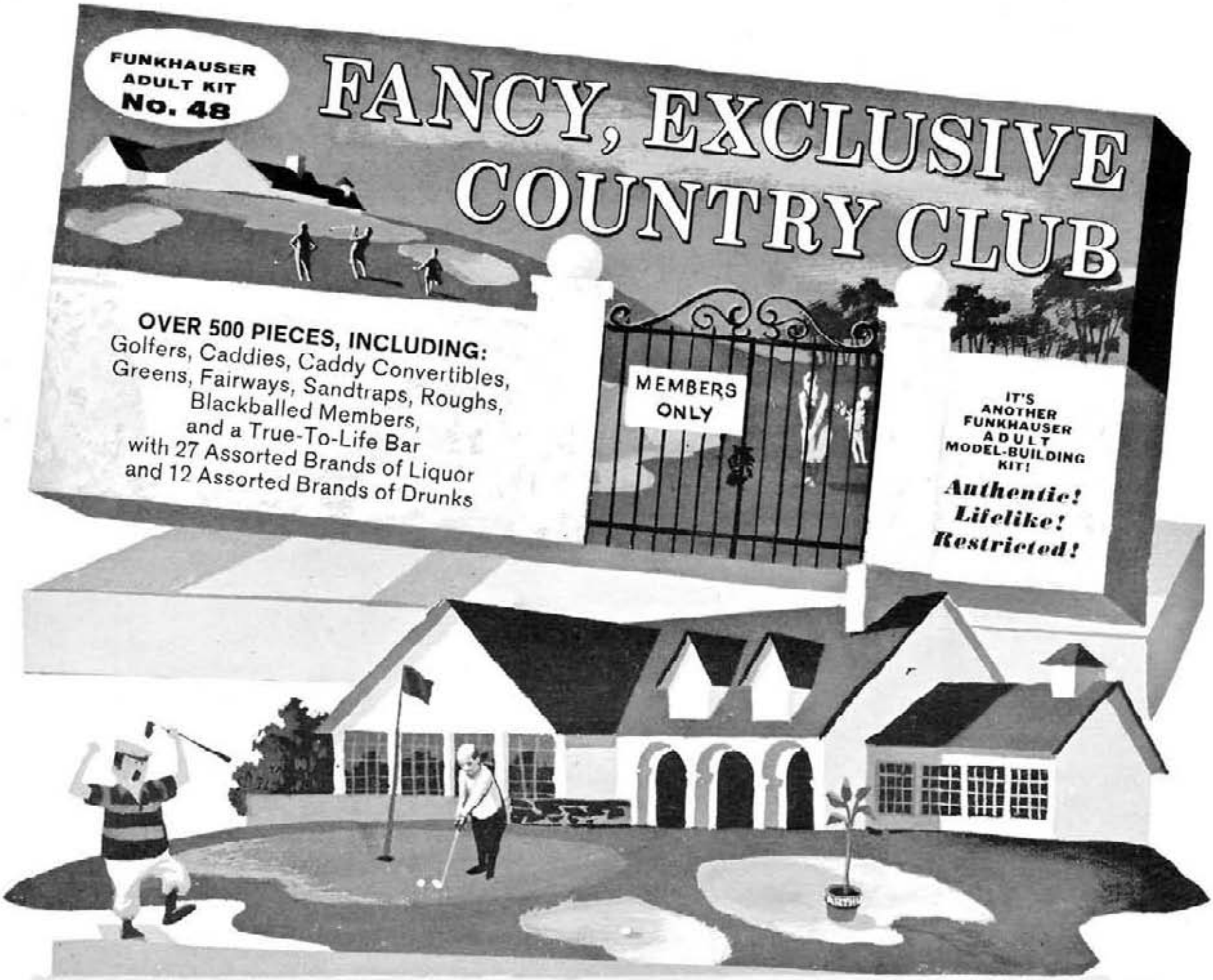
227. Spray 87 **SITTING COMMUTERS** and 54 **RUNNING COMMUTERS** with **PERSPIRATION** (*Bottle A*).

228. Place **ENGINEER** (*#205*), **BRAKEMAN** (*#206*), and **TRAINMEN** (*#207, 208 & 209*) outside **RAILROAD CAR** holding meeting over proposed strike.

229. Place entire **RAILROAD CAR** on **DESERTED SIDING** (*stand*).

230. Place entire **RAILROAD** in **BANKRUPTCY.**

**If LORI NELSON married VICTOR JORY...



ASSEMBLY INSTRUCTIONS (Cont.)

61. Place **CURSING GOLFER** (*#12*) in **SAND TRAP** (*#13*) near **18TH GREEN** (*#14*).

62. Wrap **CURSING GOLFER'S 7-IRON** (*#15*) around neck of **CADDY** (*#16*).

63. Scatter rest of **CURSING GOLFER'S CLUBS** (*#17-30*) around **FAIRWAY** (*#31*).

64. Attach **9-IRON** (*#32*) to hands of **SWINGING GOLFER** (*#33*) and place on **FAIRWAY.**

65. Place **SWINGING GOLFER'S GOLF BALL** (*#34*) in **ROBIN'S NEST** (*#35*) in **ELM TREE** (*#36*) to right of **18TH GREEN.**

66. Place **SWINGING GOLFER'S DIVOT** (*#37*) near hole of **18TH GREEN.**

67. Place **SWINGING GOLFER'S CADDY** (*#16*) in **PRO SHOP** (*#39*) quitting job.

68. Attach **HORSESHOE-SHAPED CLUBHOUSE BAR** (*#40*) to **CLUBHOUSE FLOOR** (*#41*).

69. Place **MARTINI GLASSES** (*#42-55*) on **CLUBHOUSE BAR.**

70. Place **WIFE OF CURSING GOLFER** (*#56*) and **WIFE OF SWINGING GOLFER** (*#57*) on **STOOLS** (*#58 & 59*) at **CLUBHOUSE BAR.**

71. Place **NON-GOLFING DON JUAN-TYPE CLUB MEMBERS** (*#60 & 61*) on **STOOLS** (*#62 & 63*) trying to make out with **WIFE OF CURSING GOLFER** and **WIFE OF SWINGING GOLFER** at **CLUBHOUSE BAR.**

72. Place **DRUNKEN CLUB MEMBERS** (*#64, 65 & 66*) under **STOOLS** (*#67, 68, & 69*) at **CLUBHOUSE BAR.**

73. Attach **FIRST SECTION OF BROKEN STOOL** (*#70*) in hands of **UNRULY MEMBER** (*#71*).

74. Attach **SECOND SECTION OF BROKEN STOOL** (*#72*) in skull of **OLDER MEMBER** (*#73*).

75. Place **BARTENDER** (*#74*) at **CASH REGISTER** (*#75*) tearing up **OLDER MEMBER'S BAR BILL** (*#76*).

76. Place **CLUB MEMBERSHIP DIRECTOR** (*#77*) in **DOOR** of **OFFICE** (*#78*).

77. Attach **LIFTED FOOT** of **CLUB MEMBERSHIP DIRECTOR** to **SEAT** of **REJECTED APPLICANT** (*#79*).

78. Place **COUNTRY CLUB ARMED GUARD** (*#80*) at **MAIN GATE** (*#81*) checking ancestry of approaching **GUEST** (*#82*).

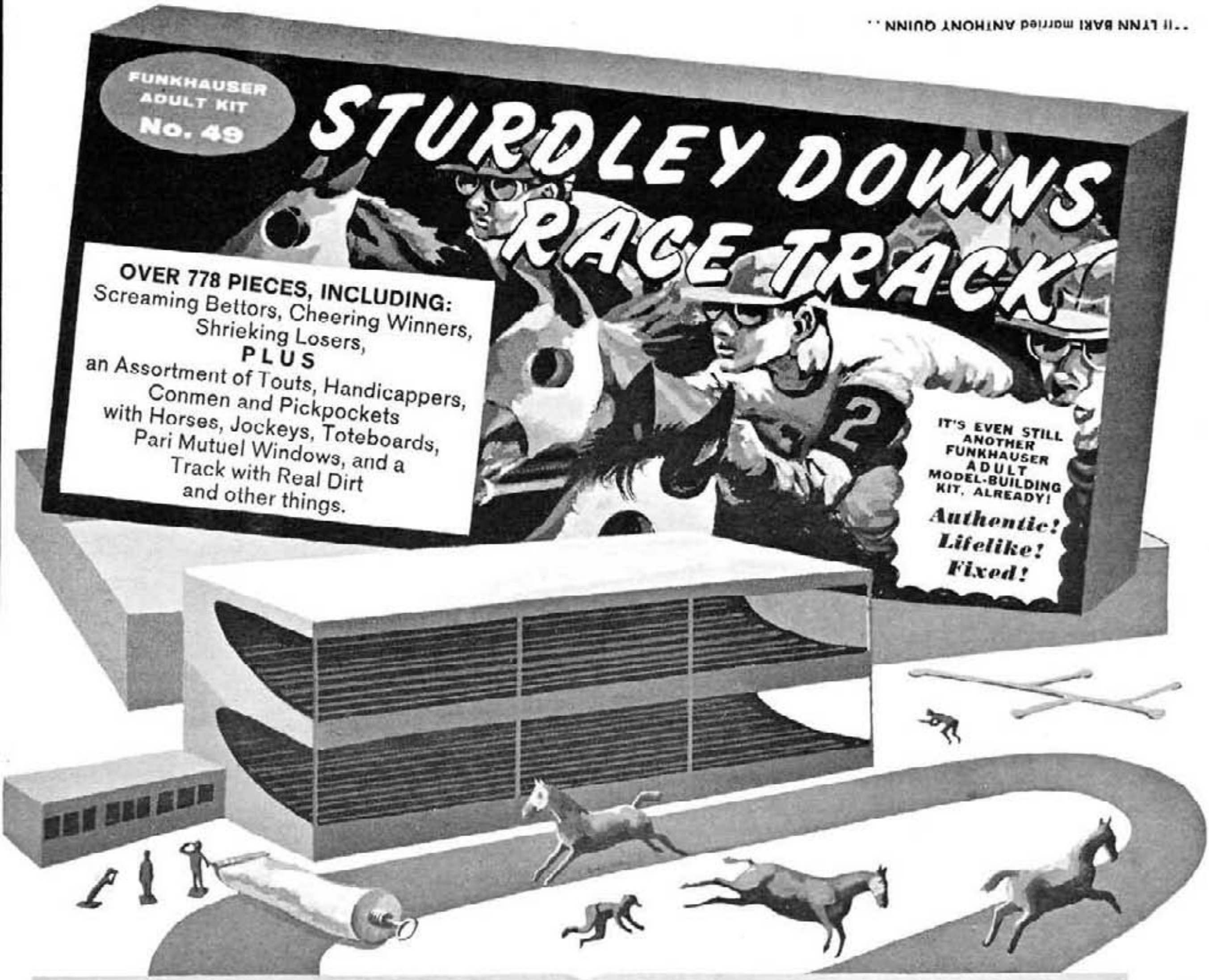
79. Place **VICIOUS DOBERMAN PINSCHER** (*#83*) behind **BARBED WIRE FENCE** (*#84*).

80. Place **MACHINE GUNS** (*#85 & 86*) **BEHIND EMBANKMENTS** (*#87 & 88*).

81. Place **MACHINE GUN CREWS** (*#89 & 90*) at **MACHINE GUNS.**

82. Place **"MEMBERS ONLY" SIGN** (*#91*) at **MAIN GATE.**

**If GLYNIS JOHNS married ALEC GUINNESS . . .



ASSEMBLY INSTRUCTIONS (Cont.)

16. Place **HAPPY HORSEPLAYERS FLUSH WITH LOOT** (#*1, 2, 3 & 4*) outside **GRANDSTAND** (#*5*) entering through **MAIN GATE** (#*6*).

17. Place **UNHAPPY HORSEPLAYERS CLEANED OF LOOT** (#*7, 8, 9 & 10*) outside **GRANDSTAND** leaving through **MAIN GATE.**

18. Place **BETTING HORSEPLAYERS** (#*11, 12, 13 & 14*) in line before **$5.00 "WIN" WINDOW** (#*15*).

19. Place **HAND** of **BETTING HORSEPLAYER** #11 in **POCKET,** reaching for his **WALLET** (#*16*).

20. Place **WALLET** of **BETTING HORSEPLAYER** #11 in **HAND** of **BETTING HORSEPLAYER** #12.

21. Place **HAND** of **BETTING HORSEPLAYER** #13 in **POCKET** of **BETTING HORSEPLAYER** #12.

22. Place **HAND** of **PINKERTON DETECTIVE** (#*17*) on **SHOULDER** of **BETTING HORSEPLAYER** #13.

23. Place entire **LINE** of **BETTING HORSEPLAYERS** under **ARREST.**

24. Place **JOCKEYS** (#*18, 19, 20, 21, 22, 23 & 24*) on **HORSES** (#*18, 19, 20, 21, 22, 23 & 24*).

25. Place all the **JOCKEYS** on **HORSES** bunched up in **HOME STRETCH** of **TRACK** (#*25*).

26. Place **HORSES** #18 & 19 neck-and-neck crossing **FINISH LINE** (#*26*).

27. Aim **WHIP** of **JOCKEY** #18 at **RUMP** of **HORSE** #18.

28. Aim **WHIP** of **JOCKEY** #19 at **HEAD** of **JOCKEY** #18.

29. Place **SCREAMING HORSEPLAYERS** (#*27-727*) in **GRANDSTAND** facing **FINISH LINE.**

30. Place **SCREAMING HORSEPLAYER** (#*728*) in **GRANDSTAND** facing **SCREAMING HORSEPLAYER** (#*729*) who is standing on his foot.

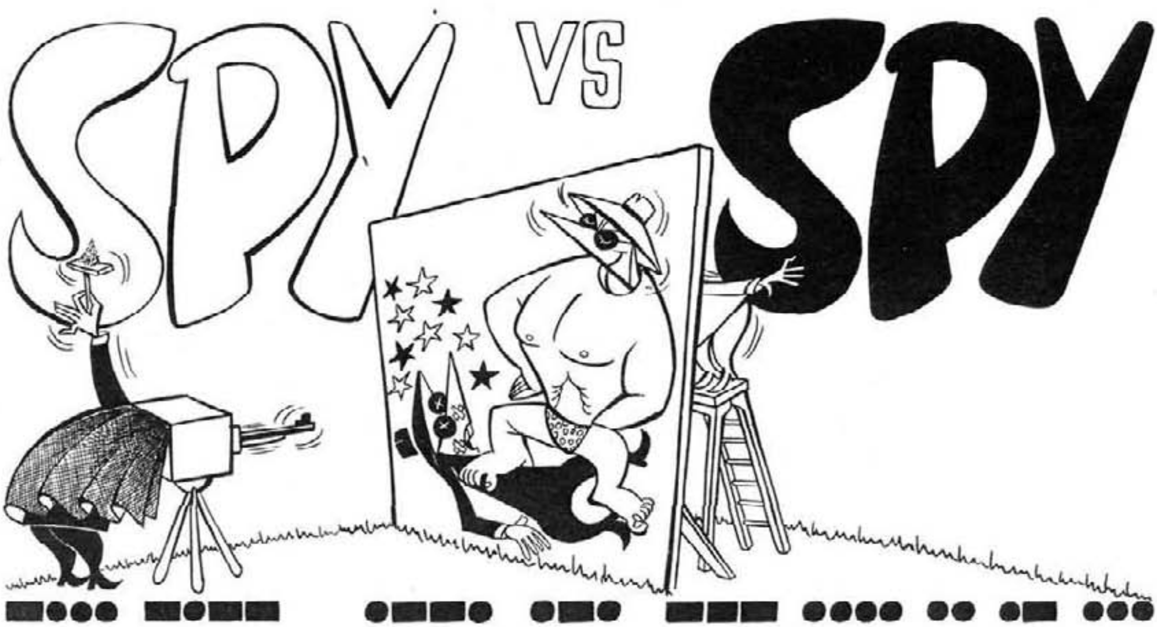
31. Place **DAILY DOUBLE WINNER** (#*730*) in **AISLE** (#*731*) waving **WINNING TICKET** (#*732*) worth **$1,550.**

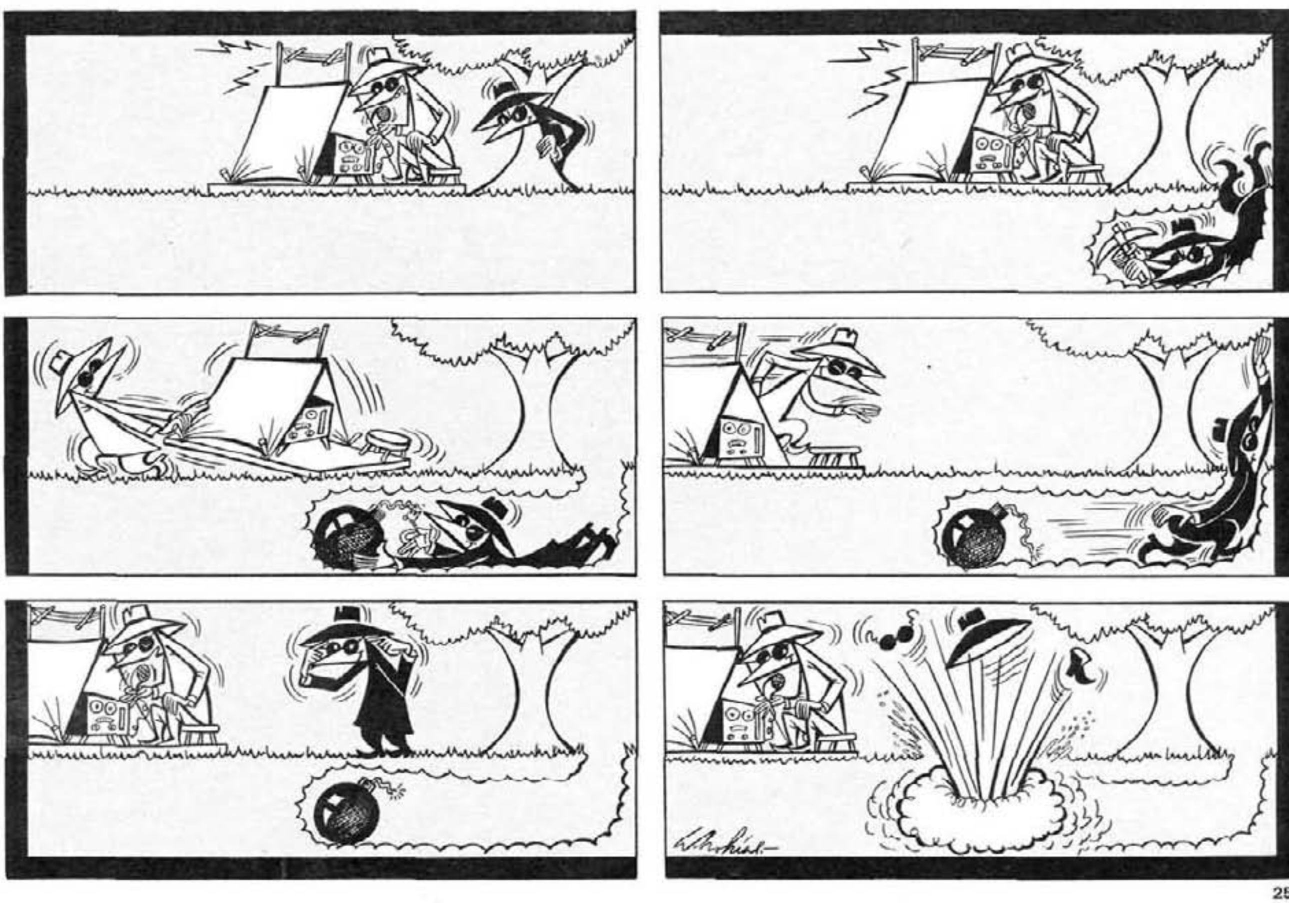
32. Place **INTERNAL REVENUE AGENT** (#*733*) in **AISLE** behind **DAILY DOUBLE WINNER** waving **WINNING TICKET** worth **$1,550 . . . BEFORE TAXES.**

33. Place **ANGRY LOSING HORSEPLAYER** (#*734*) on **TRACK** aiming revolver at **JOCKEY** on **HORSE** #20.

34. Place **DESPONDENT LOSING HORSEPLAYER** (#*735*) at **RAIL** (#*736*) aiming revolver at **HIMSELF.**

When Fidel (the man with the sword) ordered Antonio Prohias (the man with the pen) arrested for his anti-Castro cartoons, the Cuban artist fled to the U.S., where he now graces MAD's pages with . . .



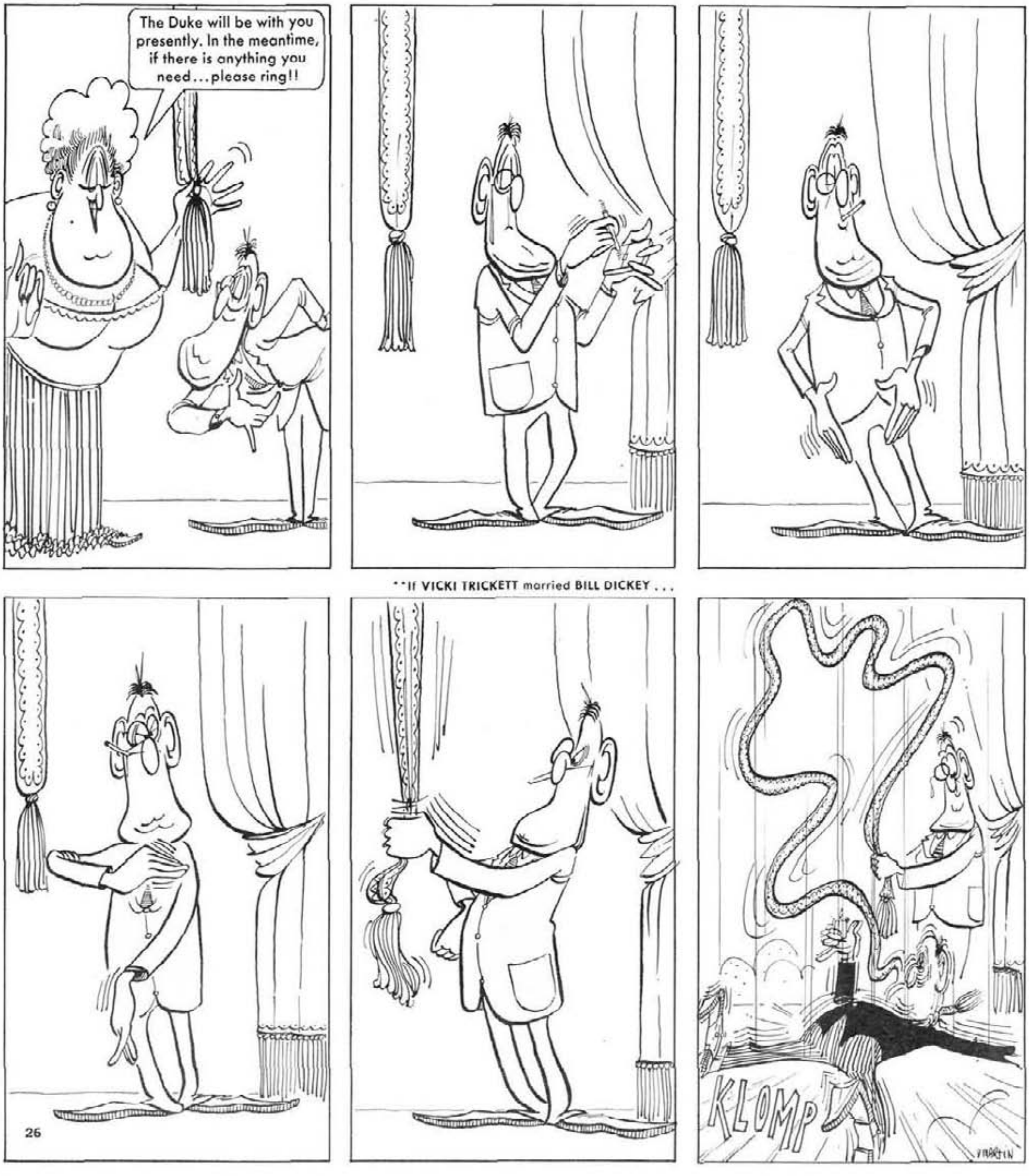


"If SIMONE SIGNORET married VIC DAMONE . . .

DON MARTIN DEPT. PART III

When we heard that Don Martin was "playing the Palace", we called to reserve seats. The show we saw was great . . . Judy Garland trying to make her seventeenth comeback . . . But no Don! Later we learned where Don was *really* "playing" . . . at the *Duke's* palace as . . .

The Guest Of Royalty



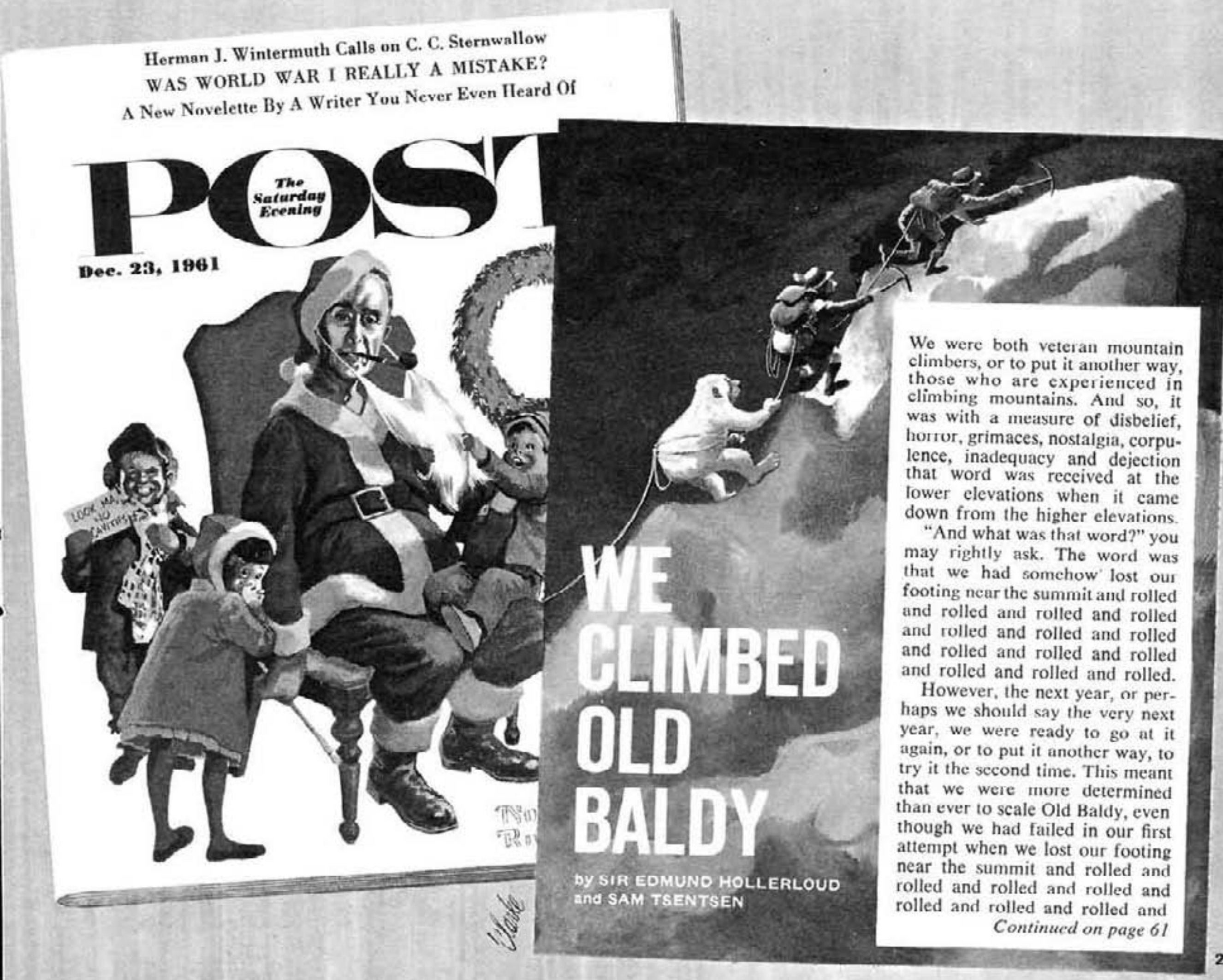
PAY AS YOU SNOW DEPT.

Most magazines pay their writers by the word. As a consequence, writers, being the mercenary sneaks they are, stuff and cram as many words as possible into each piece they write. Therefore, things can sometimes be pretty hard on a reader as he plows his way through. . . .

PADDED MAGAZINE STORIES

(THAT WERE PAID FOR BY THE WORD)

ARTIST: BOB CLARKE WRITER: TOM KOCH



We were both veteran mountain climbers, or to put it another way, those who are experienced in climbing mountains. And so, it was with a measure of disbelief, horror, grimaces, nostalgia, corpulence, inadequacy and dejection that word was received at the lower elevations when it came down from the higher elevations.

"And what was that word?" you may rightly ask. The word was that we had somehow lost our footing near the summit and rolled and rolled and rolled and rolled and rolled and rolled and rolled and rolled and rolled and rolled and rolled and rolled and rolled and rolled.

However, the next year, or perhaps we should say the very next year, we were ready to go at it again, or to put it another way, to try it the second time. This meant that we were more determined than ever to scale Old Baldy, even though we had failed in our first attempt when we lost our footing near the summit and rolled and rolled and rolled and rolled and rolled and rolled and rolled and

Continued on page 61



Growing Prize-Winning ROSES

by Arthur L. Wimbogger



Albert J. Sorenson, of Hamhank, Mich., is a very, very, very, very fine rose grower. He has won many, many, many, many prizes for his extremely lovely and beautiful blossoms, including first place in his division in the Wayne County Fair, which is held annually each year every June near Detroit, a large city in Michigan which is best known for the manufacture of automobiles but also has other industries.

When Mr. Sorenson plants his extremely lovely and beautiful roses, he first digs a big, big, big, big hole. This is to allow extremely ample and adequate room for the roots of the bushes, which are the things that Mr. Sorenson's extremely lovely and beautiful roses grow on. In having his roses grow on bushes, Mr. Sorenson does not differ in a large measure from the thousands and thousands and thousands of other rose growers who dot this large and bountiful land of ours from coast to coast and border to border. However, there

Cont. on Page 81



GAME OF THE MONTH

BY CARLOTTA OVERSCHMEER — READING TIME: FIVE HOURS



This month, we are all going to play with paper dolls. Won't that be fun? I think that will be fun. I'll bet you all think that will be fun, too. I know I do. Don't you? I'll just bet you do. Of course we all know there is nothing like fun when it comes to having a good time. You know that, don't you? I'm sure you all do. I know I do. Fun was made for having good times. That is the nicest part about having a good time. It is so much fun. If you can't have fun while you are having a good time, then what is really the point of having fun? *Ha-ha!* That is a funny thing for me to say. Don't you think that is a funny thing for me to say? I think it is. Don't you? I do. Now we take scissors and

(Continued on p. 57)







The Horror of a Life Misled

by E. W. D.

I take pen in hand to write of a problem so horrible I cannot bear to speak of it. However, through long years of experience, I have learned that amid the whirl and spiel of everyday life, we must all learn to face each day as it comes, and though the path be hard and the road be rocky, there can come from the depths of each person's soul a hybrid mixture of good and evil that is within each of us to be tolerated, yea, welcomed as that portion of humanity which sets us apart from lower forms of life and makes each of us that little bit of the human species which is so much to be treasured, and that in doing so, we nurture the good in all of us and make ourselves a little ray of sunshine that is to be valued and cherished from within if we are to tolerate the mixture of good and *(Cont. on Page 106)*



A Championship For Boiling Springs High





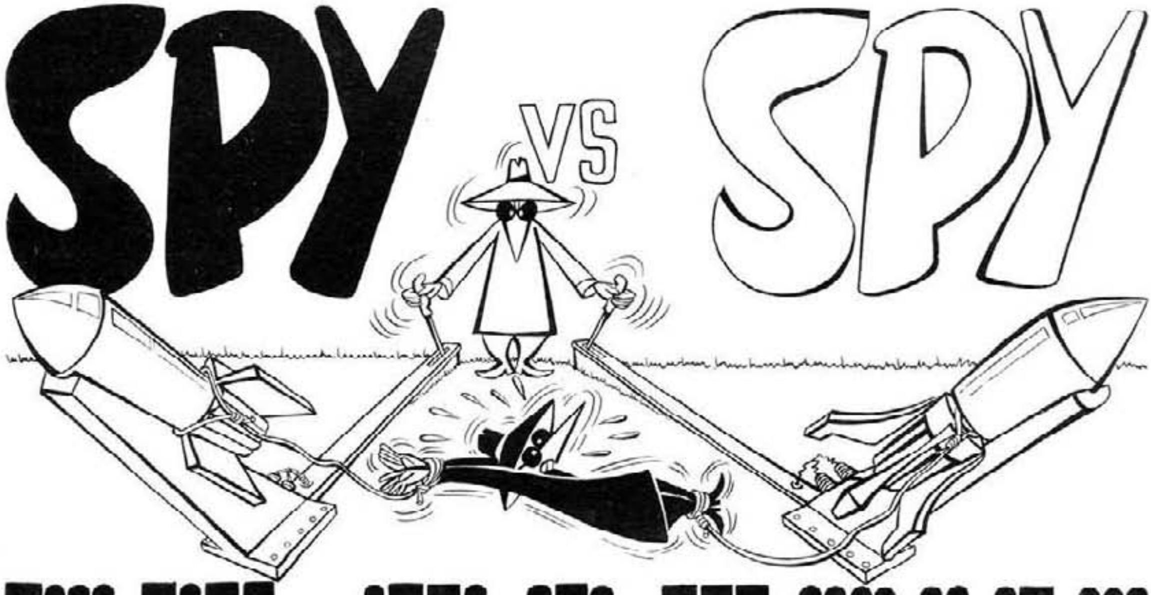
by Roscoe Weyerflang

Old Ralph Jibbet had never been a popular coach at Boiling Springs High. He was gruff, head-strong, hyperthyroid, cruel, unjust, moody, statuesque, schizoid, unmannerly, driving, indomitable, withdrawn, picturesque, symbolic, gyrating, dejected, fur bearing, juxtaposed, withered, swirling, embattled, swacked, unimpeachable, downtrodden, punctured, but above all, uncluttered. Small wonder that for years his teams had been rotten, overmatched, understaffed, timid, weak-kneed, destructable, paranoid, wall eyed, infallible, smelly, bottled, defrosted, and, in a manner of speaking, nibbling. The whole school was up in arms about the situation, being outraged, indignant, knowledgeable, unwieldy, battling, strong willed, hard bitten, unfurnished, pitiable,

Cont. on Page 58

JOKE AND DAGGER DEPT. PART II

Here's another installment of that friendly rivalry between the man in black and the man in white, both dedicated to the "cause" . . . of outwitting each other as –



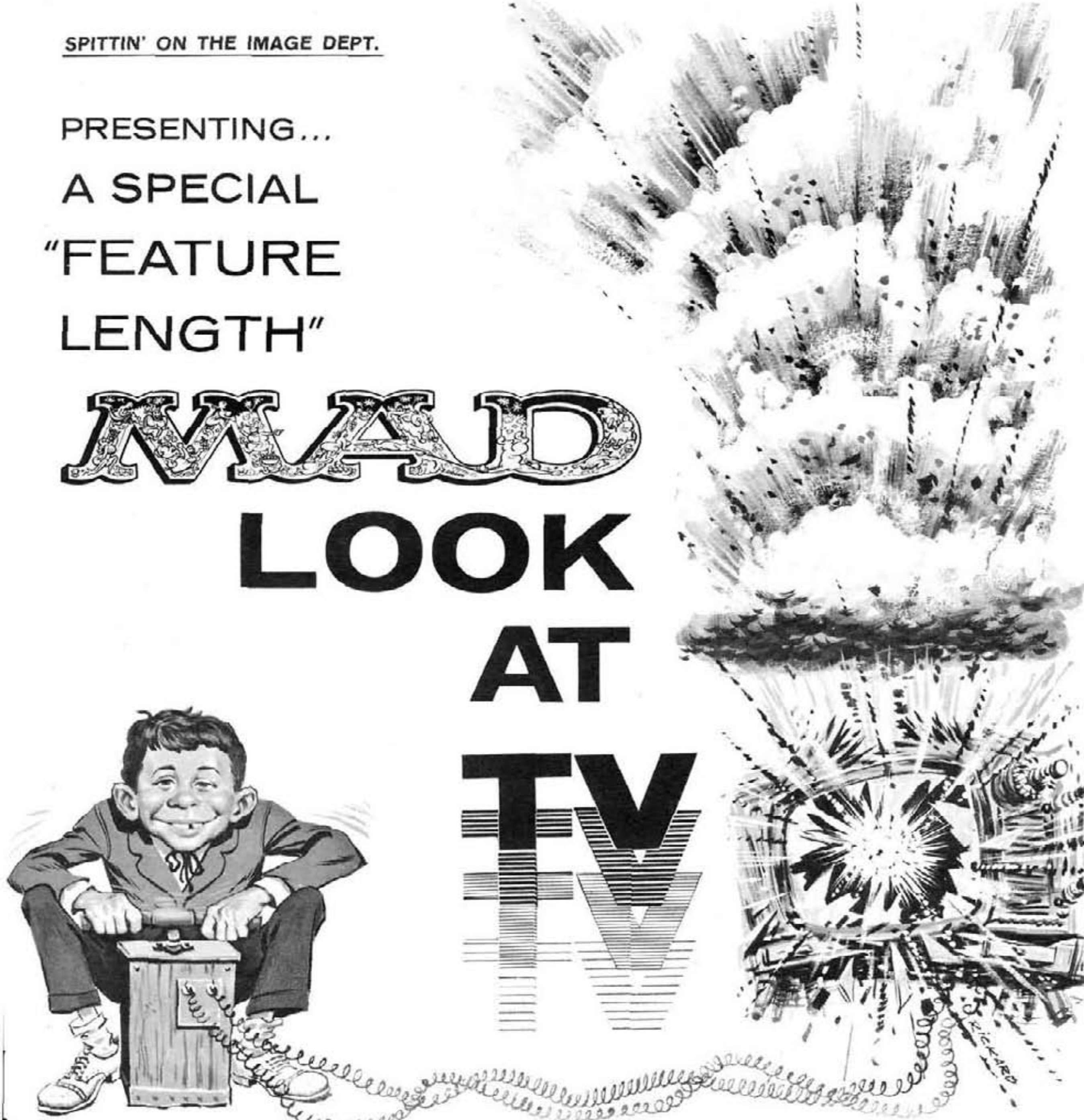


..If SALLY RAND married SALVADOR DALI . . .

SPITTIN' ON THE IMAGE DEPT.

PRESENTING...
A SPECIAL
"FEATURE
LENGTH"

MAD LOOK AT TV



CHAPTER 1

Every day, millions of Americans are forced to make important decisions—decisions that affect their very lives—namely: which TV shows to watch! And so, every day, millions of Americans turn to newspapers and TV Guide-type magazines for assistance in making these decisions. And they make

IF TV SHOWS WE
THEIR "CAPSULE

11:15 CHANNEL 2—**News**
Walter Cronkite wraps up the late evening news.



..If JUNE ALLYSON married RICHARD BOONE . . .

6:30 CHANNEL 10—**World of Sports—Jim McKay**
A Roundup of the "World of Sports" as seen thru the eyes of ace sports-caster, Jim McKay.

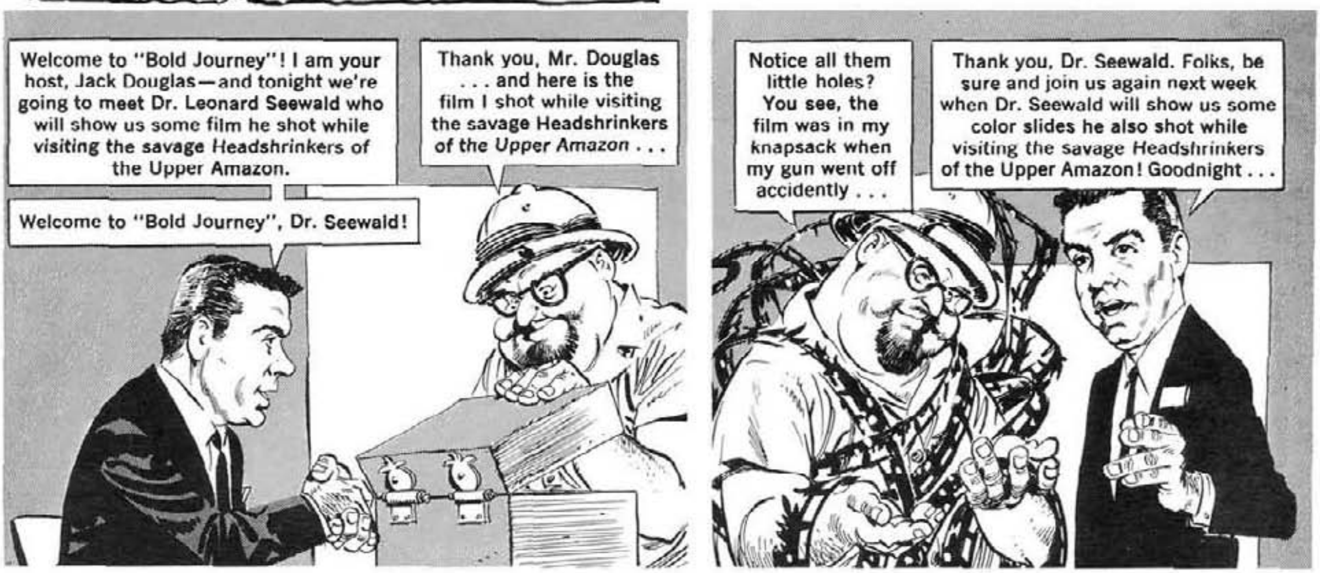


these decisions based on the "Capsuled Descriptions" of the shows these publications carry. Which is all very well, except that these "Capsuled Descriptions" are not very accurate. What they describe you do not see! In fact, television fare could be a lot more fun and entertainment . . .

RE ACTUALLY LIKE D DESCRIPTIONS"

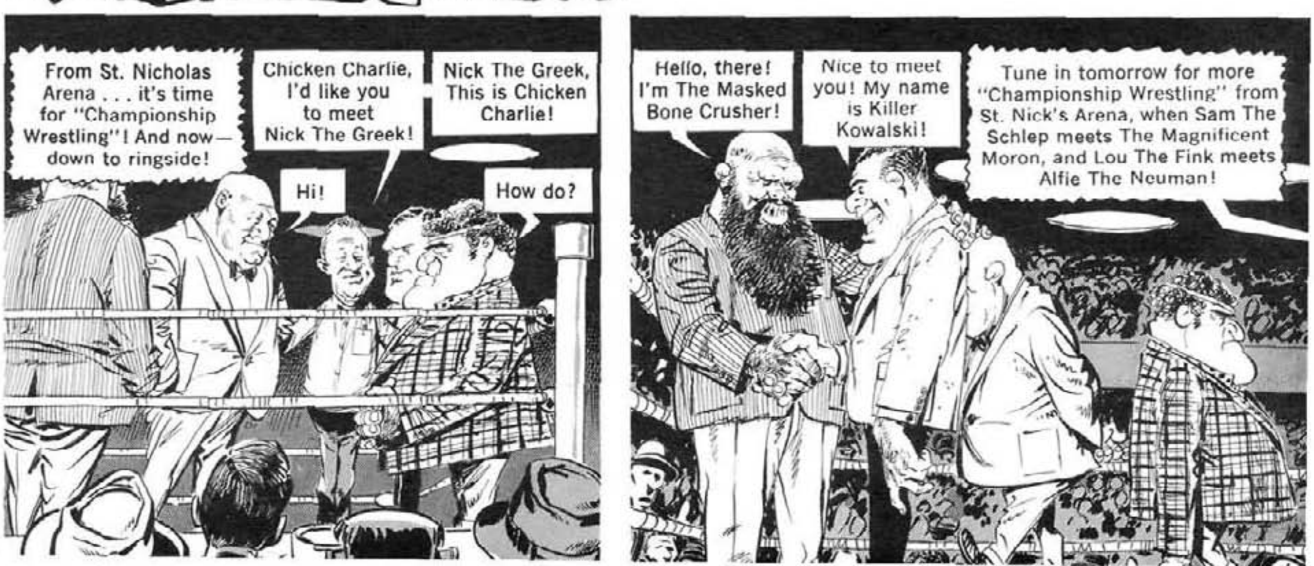
ARTIST: MORT DRUCKER
WRITER: EARLE DOUD

10:00 CHANNEL 11—**Bold Journey**
Tonight, Dr. Leonard Seewald shows us some film he shot while visiting the savage Headshrinkers of the Upper Amazon. Jack Douglas is host.



If **JEAN SIMMONS married **ORSON BEAN** . . .

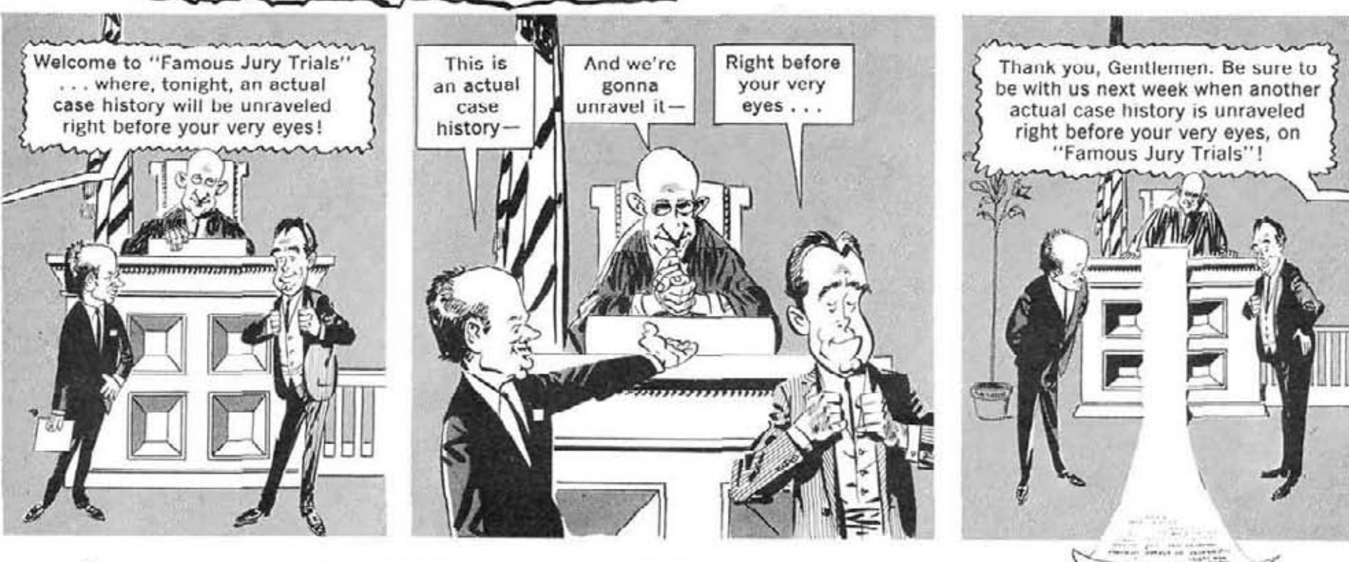
9:00 CHANNEL 5—**Championship Wrestling**
Chicken Charlie meets Nick The Greek and the Masked Bone Crusher meets Killer Kowalski at St. Nicholas Arena.



12:00 CHANNEL 3—**Josephine McCarthy-Cooking**
Today, Josephine makes a "Surprise Salad" out of an old recipe.



8:30 CHANNEL 9—**Famous Jury Trials**
An actual "Case History" is unraveled right before your very eyes.



7:45 CHANNEL 4—**Huntley-Brinkley Report**
Chet Huntley and David Brinkley report on the shape of the world today.



A harried housewife takes pen-in-dish-pan-hand to express her jealousy, fear, and anger at what she considers a threat to her home and marriage:

THE INFERNAL TRIANGLE

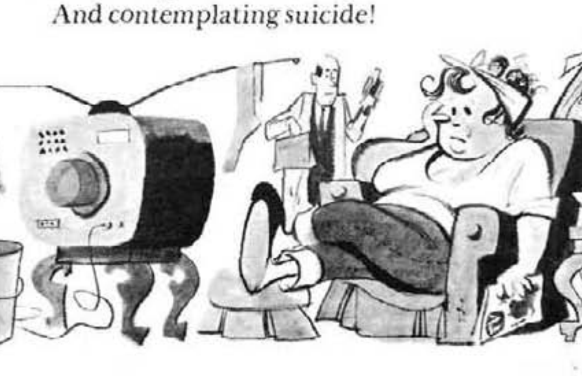
(TELEVISION-WISE)

by Lois Carpenter



The "Other Woman" in my life
  Is television's "Perfect Wife".
From breakfast, when her children rush
  Off, saying they've no time to brush,
To afternoon, when in they breeze
  With shouts of "Look, no cavities!",
She spends her time advising me
  That I, too, can live graciously.
She paints her whole house in one day,
  While tightly sheathed in gold lamé;
She mops her floors in four inch heels,
  In "half-the-time", the ad reveals;
She wears white gloves, exquisite taste,
  To shine her shoes with some new paste;
And still this marvel of our sex
  Has leisure left to test "Brand X".
(No wonder her sink's white as new!
  I use one can, SHE *uses* Two!)
I rub and scrub each dirty dish,
  While hers comes clean with just a swish.
To top it off, she then demands
  That I admire her lovely hands.
At five, she sprays the stale old air,
  Puts pipe and slippers by his chair.
Her powder and martinis dry,
  She greets her husband. I could cry!
When MINE comes home, his heroine,
  In dungarees and double chin,
Sits watching TV's able bride,
  And contemplating suicide!





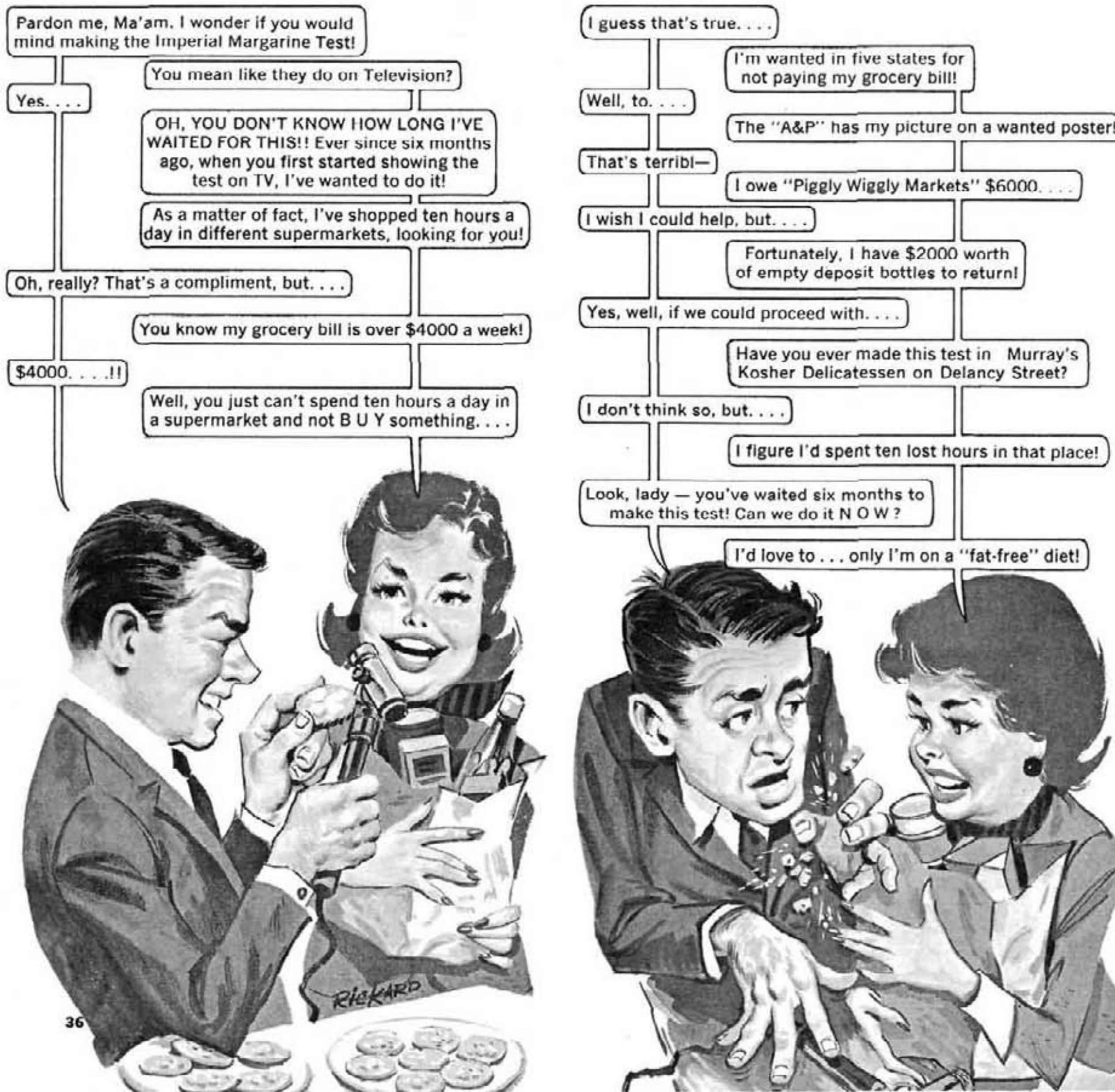
CHAPTER 3



SOUND FAMILIAR? YOU'VE PROBABLY SEEN THIS AD ON TV LOTS OF TIMES. IT'S ONE OF THOSE "COMPARISON TESTS." EVER NOTICE THAT THESE TESTS ARE ALWAYS PRE-RECORDED ON VIDEO TAPE OR FILM? WANNA KNOW WHY THEY'RE NEVER MADE "LIVE"? WELL, JUST WATCH THE RESULTS OF . . .

SOME NEV

THE IMPERIAL MARGARINE TEST WE NEVER GOT TO SEE #1



TV ADS WE
ER GOT TO SEE

ARTIST: JACK RICKARD
WRITERS: DICK DI BARTOLO, WITH AL JAFFEE

THE IMPERIAL MARGARINE TEST WE NEVER GOT TO SEE #2



THE IMPERIAL MARGARINE TEST WE NEVER GOT TO SEE #3



THE IMPERIAL MARGARINE TEST WE NEVER GOT TO SEE #4



. . IF ROSALIND RUSSELL married ALLYN JOSLYN . . .

CHAPTER 4



After years of rehashing the same old tired plots in the same old tired settings, television has come up with a new idea. In "The Flintstones," the same old tired plots are rehashed in a brand *new* setting! (New, that is, if you haven't read "Alley Oop"!) This setting involves cave men from 25,000 B.C. and dinosaurs from 100,000,000 B.C. behaving like us idiots from 1962 A.D. Since "The Flintstones" is so successful, its format is sure to be copied, and soon we'll be seeing more shows cashing in on



ARTIST: MORT DRUCKER
WRITER: E. NELSON BRIDWELL







**I DINAH SHORE married GOV. MEYNER . . .

THE "STONE-AGE" TREND ON TV



"If KAREN CHANDLER married BOBBY DARIN . . .

CHAPTER 5

Nowadays, there are cries from many quarters protesting the excessive amount of violence and bloodshed on television. Sooner or later, these cries will be heeded, and then we'll be seeing scenes like these on —

LESS VIOLENT

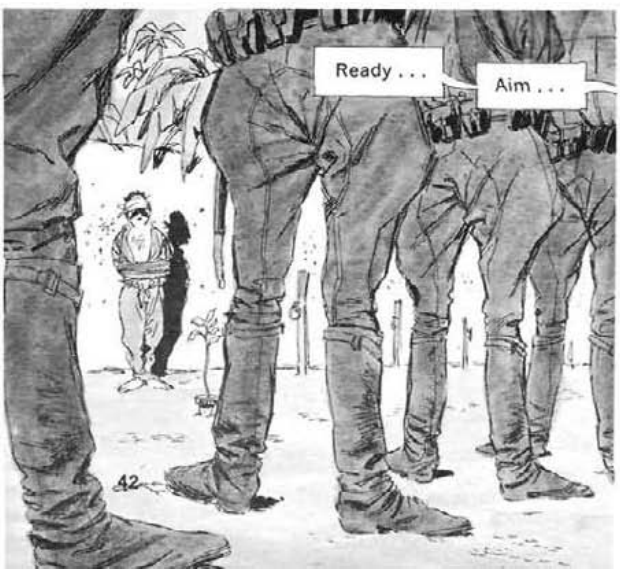
THE SHOWDOWN

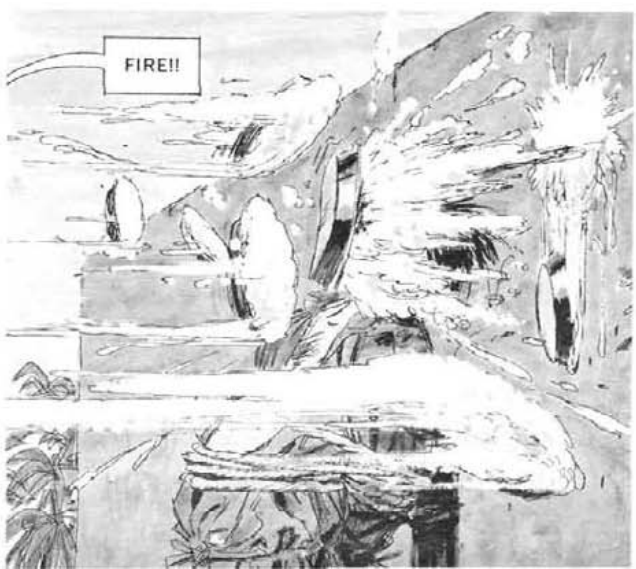




. . If SHIRLEY MacLAINE married BOB TURLEY . . .

THE FIRING SQUAD





TV SHOWS

ARTIST: GEORGE WOODBRIDGE
WRITER: E. NELSON BRIDWELL

THE THREAT



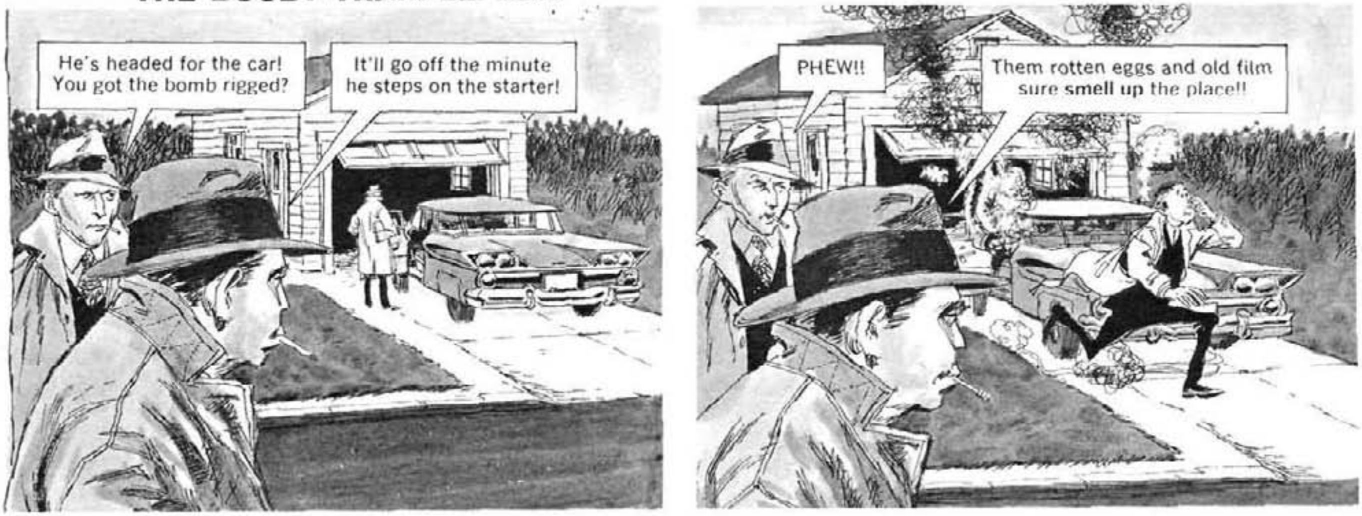


THE STREET FIGHT

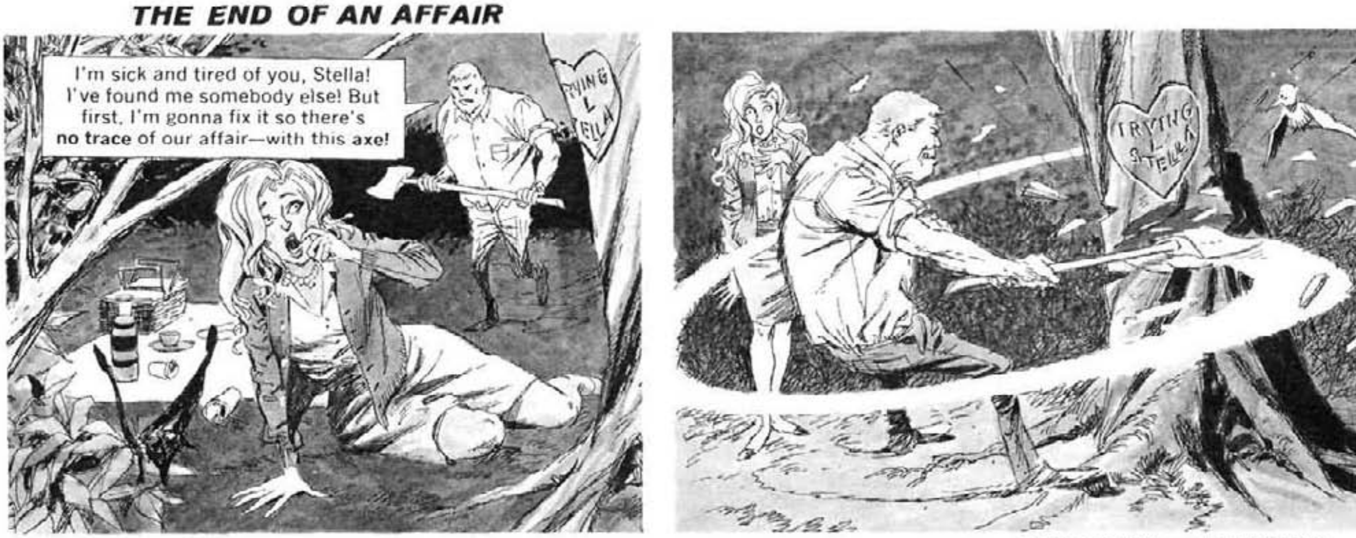




THE BOOBY-TRAPPED CAR

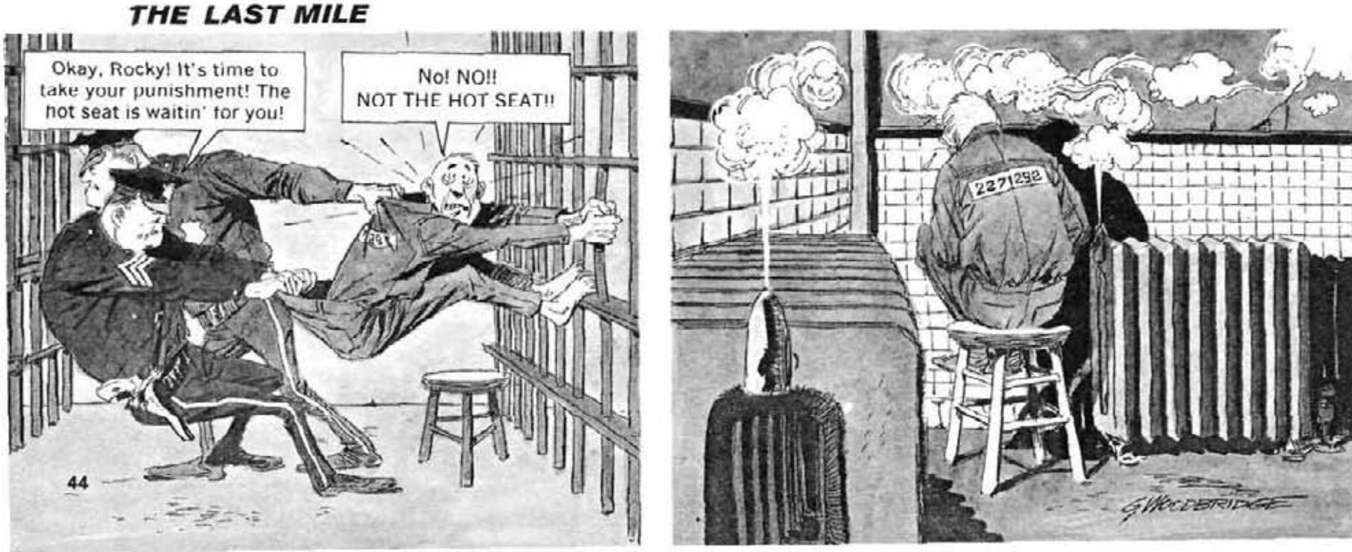


THE END OF AN AFFAIR



**If RISE STEVENS married SID CAESAR . . .

THE LAST MILE



"If BETTY FURNESS married J. PAUL GETTY . . .

CHAPTER 6

The other day in a supermarket, we picked up something called a "TV Dinner"—but the manager was watching so we hadda put it back. Anyway, it got us thinking. Since "TV Dinners" are frozen meals arranged on a tray that the housewife simply heats and has to serve her family while they're huddled around the television set, it seems to us that the manufacturers are missing a good bet. Mainly, why not offer the public—

TV DINNERS
TO MATCH THE SHOWS

ARTIST: BOB CLARKE WRITER: SY REIT

For PRIVATE EYE Shows



. . . HARD BOILED EGGS
. . . HOT TOMATOES
. . . Assorted CAPERS

For SITUATION COMEDIES



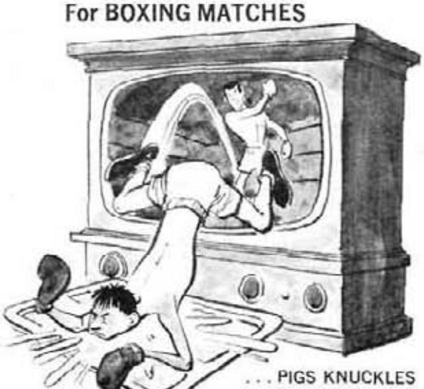
. . . CORN on the COB
. . . Stale Old CHESTNUTS
. . . Canned YAK

For WRESTLING MATCHES



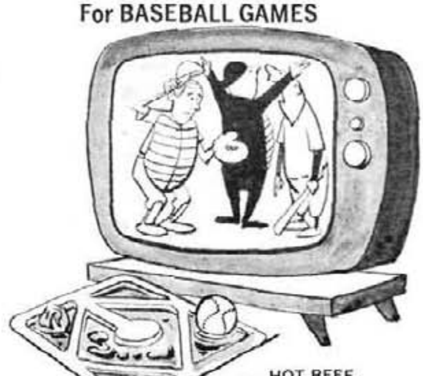
. . . Half-Baked HAMS
. . . SQUASH
. . . RASPBERRIES

For BOXING MATCHES



. . . PIGS KNUCKLES
. . . BLACK EYE PEAS
. . . MINCEMEAT

For BASEBALL GAMES



. . . HOT BEEF
. . . Strained RHUBARB
. . . GOOSE EGGS

For CONGRESSIONAL HEARINGS



. . . RED HERRING
. . . Hot POTATOES
. . . Cooked GOOSE

For MONSTER MOVIES



. . . BLOOD SAUSAGE
. . . LADY FINGERS
. . . Assorted NUTS

For NEWSCASTS



. . . Hot LEEK with RELIABLE SAUCE
. . . Fresh BEETS
. . . Cream of MUSH

—And For Those COMMERCIALS



. . . Thinly-Sliced BOLOGNA
. . . Marinated TRIPE
. . . PURE APPLESAUCE

CHAPTER 7

Since most of this season's TV schedule was set up long in advance, we have yet to see the vast improvement that's supposed to take place as a result of FCC Commissioner Newton Minow's "Wasteland" cry last Spring. However, we believe that shortly, in an effort to impress Mr. Minow,

WHEN CULTURE COMES T

ARTIST: MORT DRUCKER

THE UNTOUCHABLES



AMERICAN BANDSTAND

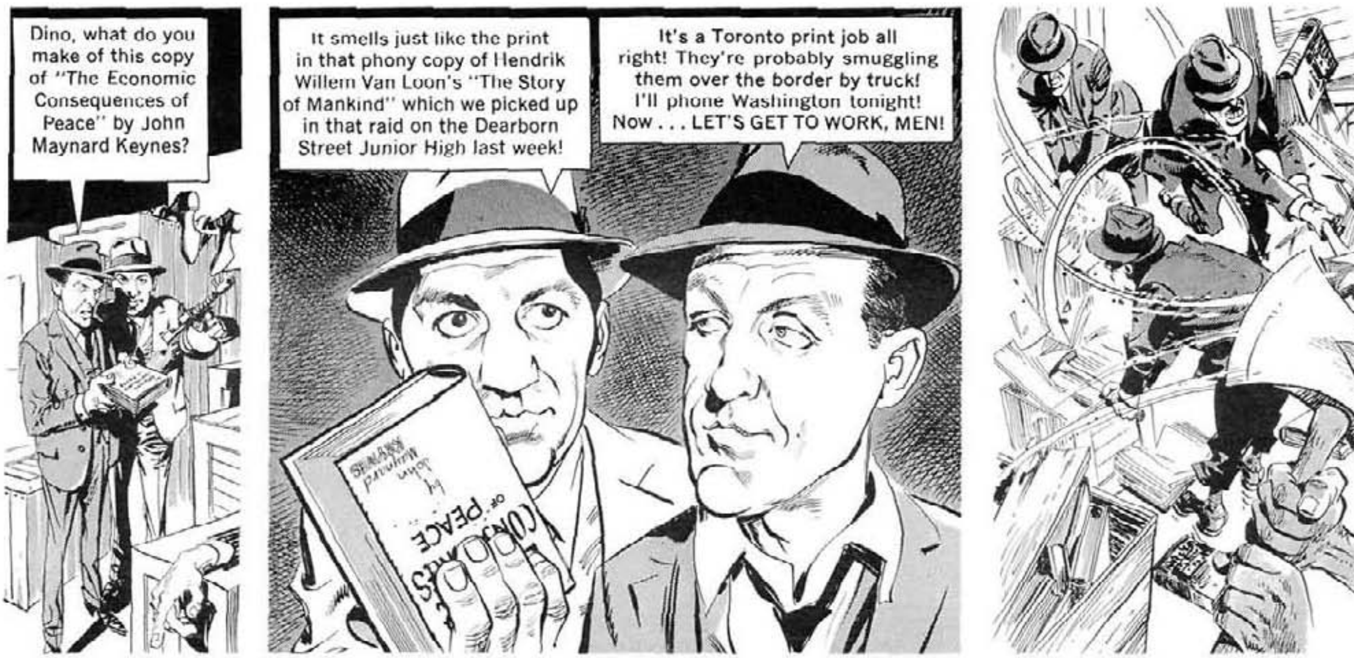


"If LANA TURNER married CHARLIE MANNA...

most TV shows will start riding the big "intellectual wave." However, there will be one little catch. Namely, even though they'll be going in strong for more culture, the networks still won't give up the basic formats of successful shows. So this is what we are liable to see . . .

) TOP-RATED TV SHOWS

WRITER: LARRY SIEGEL



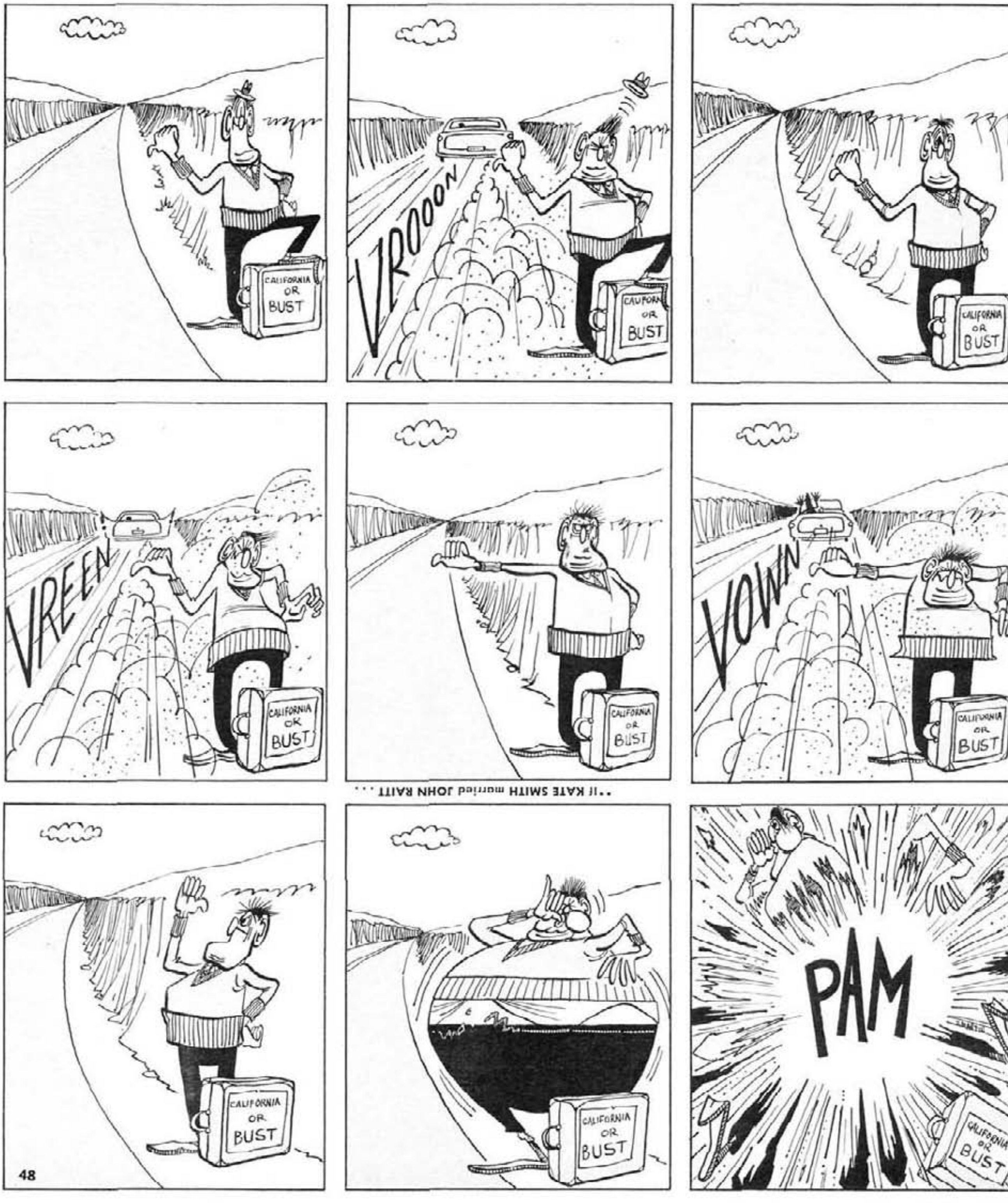
. . . If KITTY KALLEN married CONWAY TWITTY . . .



DON MARTIN DEPT. PART IV

When Don Martin applied for a driver's license, the Motor Vehicle Bureau gave him a "thumbs down". And he got the same reaction while traveling across the country as . . .

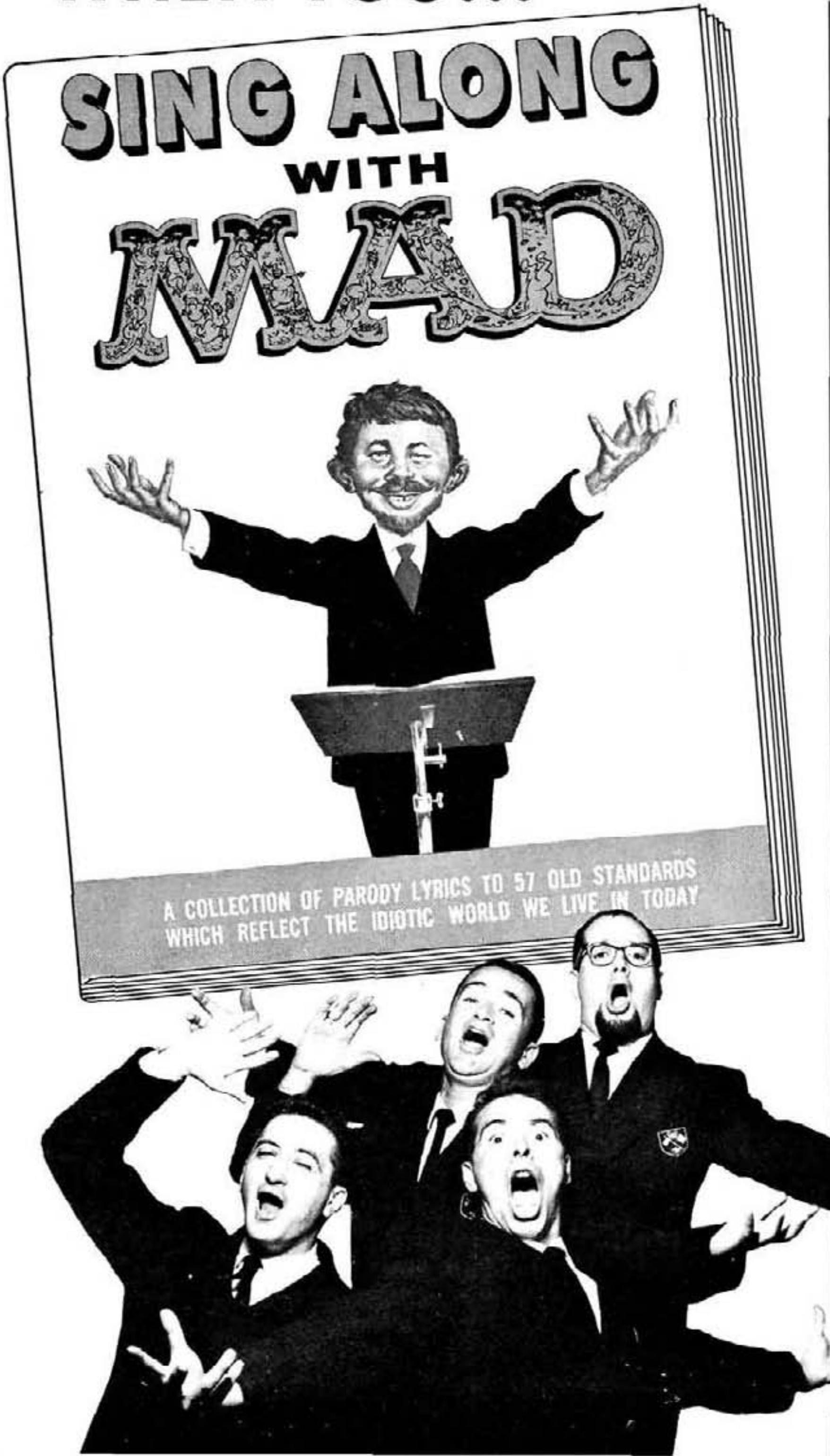
THE HITCHIKER



. . If KATE SMITH married JOHN RAITT . . .

MUSIC HATH CHARM

WHEN YOU...



MAINLY...

Labor • Business • Politics
Space & The Atom • Sports
Doctors & Medicine
Publishing • Education
Show Biz and Modern Living

ALL

"FACE THE MUSIC"

IN OUR NEW 20-PAGE BONUS

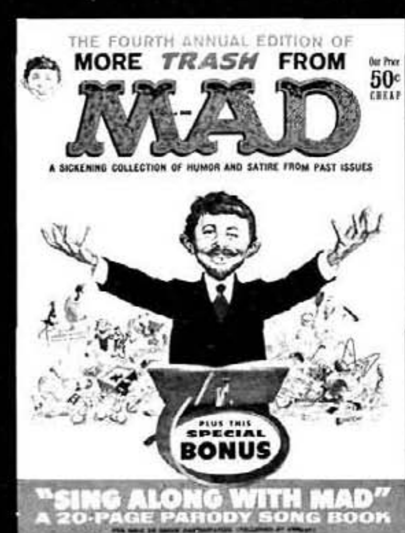
SONG BOOK

(Containing 57 parodies of old standards that reflect the idiotic world we live in)

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MAD ANNUAL



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MAD SALUTES ALL THEM DIZZY LAYOUTS AND BOLD EDITORIAL IDEAS THAT ARE SUPPOSED TO MAKE READING A NEW ADVENTURE IN THE ALLEGEDLY REVAMPED – BUT ACTUALLY SAME OLD TIRED

The Saturday Evening POST

Jan. 20, 1962

20c

